

Downtown Walpole Parking & Economic Development Strategy



2019



Town of Walpole, MA

McCabe Enterprises | Pare Corporation

Acknowledgments

Town of Walpole

Jim Johnson, Town Administrator

Patrick Shield, Assistant Town Administrator

John Charbonneau, Community Planning Director

Board of Selectmen

Mark Gallivan, Chairman

Nancy Mackenzie Vice-Chairman

James O'Neil, Clerk

David Salvatore, Member

Ann Ragosta, Member

McCabe Enterprises and Pare Corporation would like to thank the residents and businesses of Walpole and Town leaders for their assistance and cooperation with the Downtown Walpole Parking & Economic Development Strategy. Funding for this study came from the Massachusetts Communities Compact grant.

The McCabe Enterprises and Pare Corporation team includes:

Kathleen McCabe, AICP, Principal of McCabe Enterprises

Jennifer Mecca, RA, Urban Designer/Planner, McCabe Enterprises

John Shevlin, PE, Senior Vice President, Pare Corporation

Katherine Feeney, Engineer, Pare Corporation

Downtown Walpole Parking & Economic Development Strategy

Contents

1. Introduction	1
2. Downtown Walpole	5
3. Parking & Mobility	13
4. Economic Vitality	29
5. Recommendations	41
Appendix: Public Comments	45

List of Figures

Figure No.	Figure	Page No.	Figure No.	Figure	Page No.
1	Downtown Walpole as defined by Zoning.	4	17-20	Examples of wayfinding signage. The two on the left are downtown examples of wayfinding designed for pedestrian-reference featuring maps and historic information. The two examples on the right are designed for vehicular drivers.	25
2	Walpole's Downtown Priority Development Area.	6			
3	Walpole CDP (Census Designated Place).	7			
4	Walpole Rate of Population Change, 1990 to 2016.	8	21	Map of surrounding communities.	26
5	Walpole Age Cohorts.	9	22	Route 27 crosswalk at the MBTA Parking Lot.	27
6	Households: Walpole Town-wide.	10	23	Map of Crosswalks and Pedestrian Signals in Downtown Walpole.	27
7	Households: Walpole Downtown.	10	24	Downtown Walpole Primary and Secondary Trade Areas.	31
8	Public Parking Signage in Downtown Walpole.	13	25	Concentrations of Employment in Walpole.	33
9	On-Street Parking Blocked by Construction Cones on Elm Street.	14	26	Competitive Shopping Areas.	35
10	Parking Inventory of Downtown Walpole.	17	27	Growth of E-Commerce 1998-2018.	36
11	Vehicles Parked Illegally in the Walpole Train Station Parking Lot.	18	28	Action Steps for Downtown Walpole.	41
12	The Bay Circuit Trail in Downtown Walpole.	19			
13	MBTA Parking Pricing.	19			
14	New Construction in Downtown Walpole.	23			
15	Park Boston App.	24			
16	Proximity of Downtown Walpole to the train station.	24			

List of Tables

Table No.	Table	Page No.
1	Leading Features of Vibrant, Successful Downtowns.	3
2	Downtown Walpole – An Overview.	5
3	Snapshot of Walpole Demographics.	8
4	Median Age.	9
5	Racial Characteristics.	9
6	Households.	10
7	Educational Attainment.	11
8	Annual Income.	11
9	Income Segmentation.	12
10	Commuting Characteristics.	12
11	October 4, 2018 Parking Spot Counts.	15
12	October 10, 2018 Parking Spot Counts.	16
13	Saturday November 17, 2018 Parking Spot Counts.	17
14	Available MBTA Parking Spaces at Nearby Towns.	25
15	Residential Trade Area Population & Households.	30
16	Demand, Supply & Opportunities for Retail, Food & Drink Businesses.	32
17	Daytime Worker Population.	32
18	Nearby Restaurant Competition.	34
19	Recommendations.	42-44

1 Introduction

Introduction & Overview

The Town of Walpole was awarded a Compact Communities grant from the Massachusetts Executive Office of Administration & Finance to develop a downtown economic plan with a focus on parking conditions in Downtown Walpole. As part of the study, Walpole wished to examine the potential for future development in Downtown Walpole.

This study and economic development plan for Downtown Walpole was undertaken in the fall and winter of 2018-2019. A participatory public meeting and open house was held in November 2018 with attendance of over fifty people to gather public input and comments at the Walpole Library. A survey of downtown patrons and commuters was conducted.

Downtown Walpole serves as the center of business, civic and cultural activity in Walpole. A MBTA commuter rail station is at the edge of downtown. Town Hall, the Library, schools, parks with ball fields and a public swimming pool, and a new fire station, along with the US Post Office create a strong and vital civic presence in Downtown. Downtown businesses include retailers, services, and restaurants. There is also a lovely Town Common with a gazebo. Many churches are situated in and around downtown, as well a range of residential options.

Recently, the Town made a \$1.2 million investment in improvements to downtown streets, sidewalks and traffic signals. The Town just completed the construction of the new Central Fire Station in downtown. MassDOT is scheduled to make improvements to Route 1A, Main Street. The final design phase is underway. MassDOT plans to upgrade 1.8 miles of Main Street (Route 1A) just north of Downtown Walpole from Kendall Street to the Norwood town line.

The private sector has begun construction on two (2) transit-oriented-development (TOD) projects in downtown Walpole near the MBTA commuter rail station. These mixed-use TOD developments will add 344 residential units and 20,000 square feet of commercial/ retail space to Downtown Walpole. While these projects have been fully permitted and approved, the developments have spurred discussion about the need to how best to balance parking demands, walkability, retaining and attracting new businesses in downtown Walpole.

Creating A Better & Stronger Downtown Walpole

Improving Downtown Walpole will require a concerted and sustained effort involving businesses, property owners, residents and the public sector. Successful downtown revitalization requires continuous management to elicit tangible visible changes and improvements.

The National Trust for Historic Preservation's National Main Street Center has developed a proven, highly successful approach to suburban and small-town downtown revitalization that has worked for communities over the past thirty years. Some of Walpole's neighbors, namely Norwood and Dedham, have used the Main Street approach to successfully revitalize and manage their town centers. The Main Street approach is comprehensive and requires attention to four (4) points which are key to balanced revitalization – organization, design, promotion and economic vitality.

The Main Street approach is market-driven, and informed by a market analysis study. Successful Main Street efforts develop a shared vision with stakeholders – property owners, businesses, government, residents and area nonprofits. Transformational strategies are identified and pursued using the four (4) points of the Main Street approach – organization, promotion, design, and economic vitality – plus the eight (8) principles of Main Street.

Organization refers to the local capacity to implement. A public-private partnership involving business and property owners, local residents, and government is essential for success. Downtown needs a champion and a public-private partnership can be the champion for Downtown Walpole.

Design addresses physical improvements, including storefront facades, signage, streetscape, wayfinding and public spaces.

Promotion refers to marketing, branding, outreach, special events and promotional programs to bring customers to downtown,

Economic Vitality refers to business retention and recruitment, developing a business, service and product mix that appeals to the local market and customer base, upper story re-use for housing or offices, infill development and redevelopment.

In addition to the four (4) points, the Main Street Center has articulated eight (8) principles to guide downtown revitalization. The principles are comprehensive, incremental, self-help, partnerships; identify and capitalize on existing assets, quality, change/management and implementation.

Comprehensive refers to the need for a holistic and comprehensive approach that is integrative and not piecemeal.

Incremental underscores that revitalization and change is often a series of small steps, that in aggregate yields larger more noticeable changes. Focusing solely on the big project often does not yield lasting results, so incremental, sustained steps along with “big projects” can create meaningful, lasting results.

Self-help is the mantra of the Main Street program. Downtowns, communities and businesses all have a role and must help themselves. Revitalization does not come from the outside.

Identify and capitalize on existing assets. Each place and town is unique. It is this uniqueness that makes a Downtown special and draws people and customers. It is important to build upon existing assets, Downtown Walpole is fortunate to have many assets, most notably a strong civic presence with Town Hall, the US Post Office, the Library, the new fire station, Blackburn Hall, the Old Town Hall. The MBTA commuter rail station, the Common, and Spring Brook Park, and the Bay Circuit Trail are assets drawing people to downtown Walpole. Nearby Memorial Pond with the ball fields and central pool

regularly draw families to the downtown area. Other assets include long-time local businesses, a residential area surrounding the Downtown with nearby churches, and new transit-oriented development.

Partnerships. No single sector – business, government, residents, nonprofits – can effectively revitalize and sustain a downtown area by itself. It requires cooperation and partnerships amongst the Town – staff, boards and committees; small and large businesses, property and business owners, residents, nonprofits, the MBTA, state government. Different players may take the lead on projects or issues, but there needs to be a shared vision, common goals, involvement by all and partnerships for success.

Quality should be an attribute describing all of the work focusing on revitalizing Downtown Walpole. The standard of quality establishes the impression that the Walpole community wishes for its Downtown. Change/ management refers to the need for continuous improvement and visible changes. Positive changes often require management and don't just happen accidentally, but are the result of planning, continuous, hard work towards implementation. Many communities elect to hire staff to coordinate and help bring about sustained change.

Implementation. Downtown revitalization does not happen without implementation. Improved policies can be adopted, but actual revitalization often requires physical changes and improvements to both the public and private spheres of downtown.

Features of Vibrant, Successful Downtowns

The National Main Street Center developed a process for revitalizing downtowns. Additionally, the Brookings Institute, a policy think tank, and the Urban Land Institute, a real estate development research and policy organization have identified the top ten (10) features of successful downtowns. The table below highlights these two (2) lists of leading features of vibrant, successful downtowns.

These indicators all contribute to walkability and implicitly point to the need for Downtown to be walkable. Walkable areas draw customers. Walking is how people access local stores. In the coming sections, many of these factors will be discussed and reviewed in further detail.

Table 1. Leading Features of Vibrant, Successful Downtowns.

Hallmarks of Living Downtowns – Brookings Institute	Features of Vibrant Centers – Urban Land Institute
Downtown has housing	Compact – FAR > 1.0
Legible – Downtown is delineated and bounded	Mixed-Use Buildings
Accessible – physical infrastructure is in good shape	Multiple Land Uses near each other
New & Improved Regional Amenities	Grid-type street pattern
Clean & Safe	Smaller block size with multiple connections
Preserve/ Reuse Old Buildings	Connections to internal and external destinations
Regulations for Downtown are streamlined and support residential growth	Parking maximums and structured parking
Resources should be dedicated to building housing	Relative high density
Edge of Downtown is a viable neighborhood	Public spaces and outdoor open space
Downtown is never done	Transit-accessible destination with a defined public realm

 Downtown Walpole largely meets this attribute.

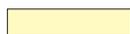
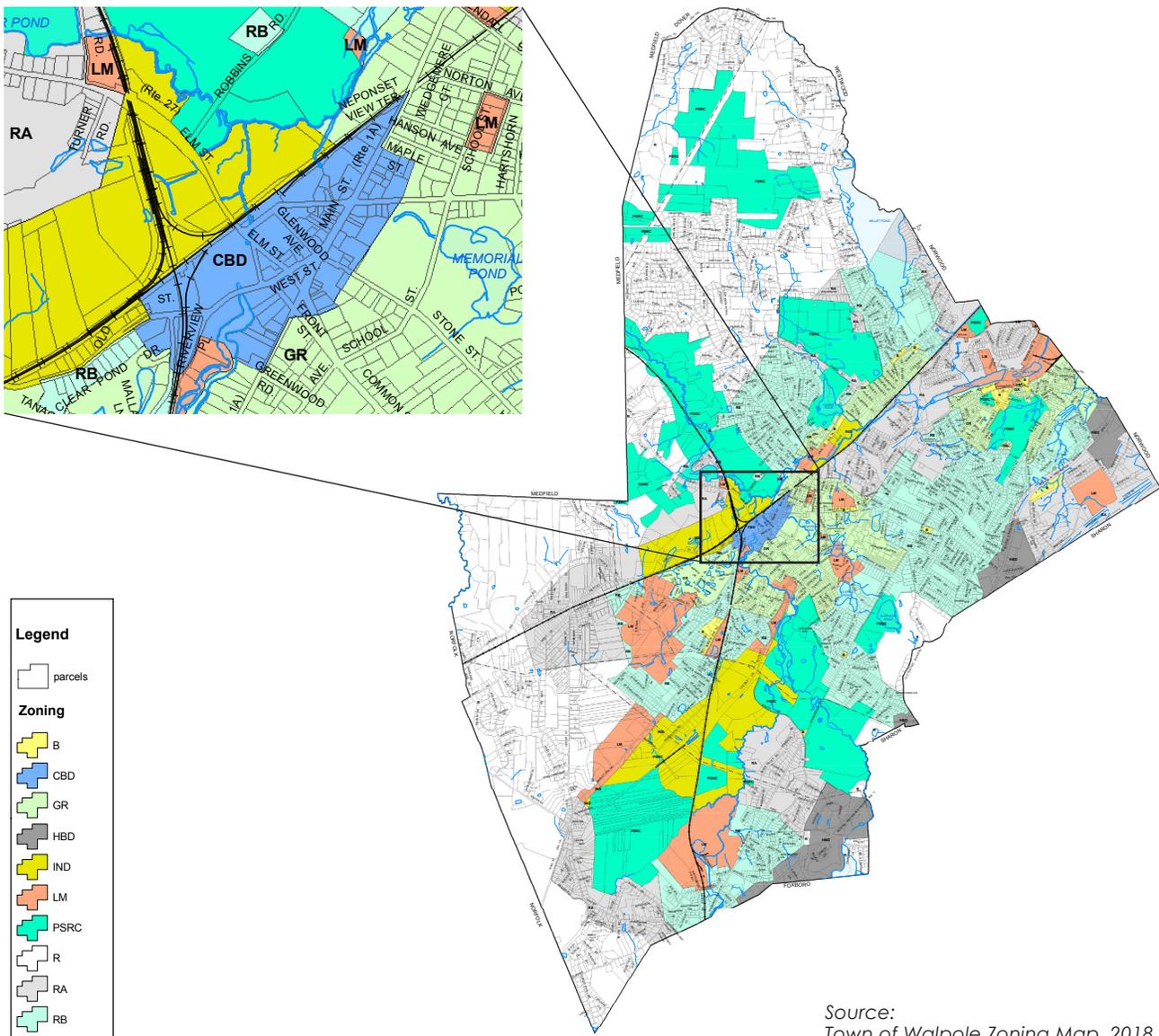
 Downtown Walpole has elements of this feature, but could be strengthened.

Figure 1. Downtown Walpole as defined by Zoning.



Source:
Town of Walpole Zoning Map, 2018.

2 Downtown Walpole

Downtown Walpole is located in the geographic heart of Walpole. It is the junction of two (2) state roads, Route 1A and Route 27. The MBTA commuter rail line stops at the edge of Downtown. Downtown Walpole is at the junction of the commuter rail and the Framingham Secondary line, which is now principally a freight rail line. Spring Brook traverses the Downtown Area, with Memorial Pond on the east side of School Street, just beyond the Downtown. Wetlands are found on the west side of the commuter rail line north of Route 27.

Downtown Walpole is geographically-defined by the Town's Zoning By-law as the Central Business District (CBD), and also by the Town's 2004 Master Plan, where a Downtown Priority Development Area (PDA) was delineated. Figures 1 and 2 illustrate the Downtown Walpole by the Zoning Bylaw's central business district zone and the map of the Priority Development Area, respectively. The Central Business district is compact encompassing 54.3 acres. The PDA is more expansive and spans almost 900 acres.

An overview of the basic data comparing Walpole's Central Business District (CBD) with the Downtown Priority Development Area (PDA) is found in Table 2. The CBD is more compact and has a higher assessed value per acre than the PDA. Some of the tax parcels within the PDA are large and extend beyond the PDA boundaries. For purposes of this table, data as to the entire parcel is reported. This accounts in part for the larger size of the PDA area.

Table 2.
Downtown Walpole – An Overview.

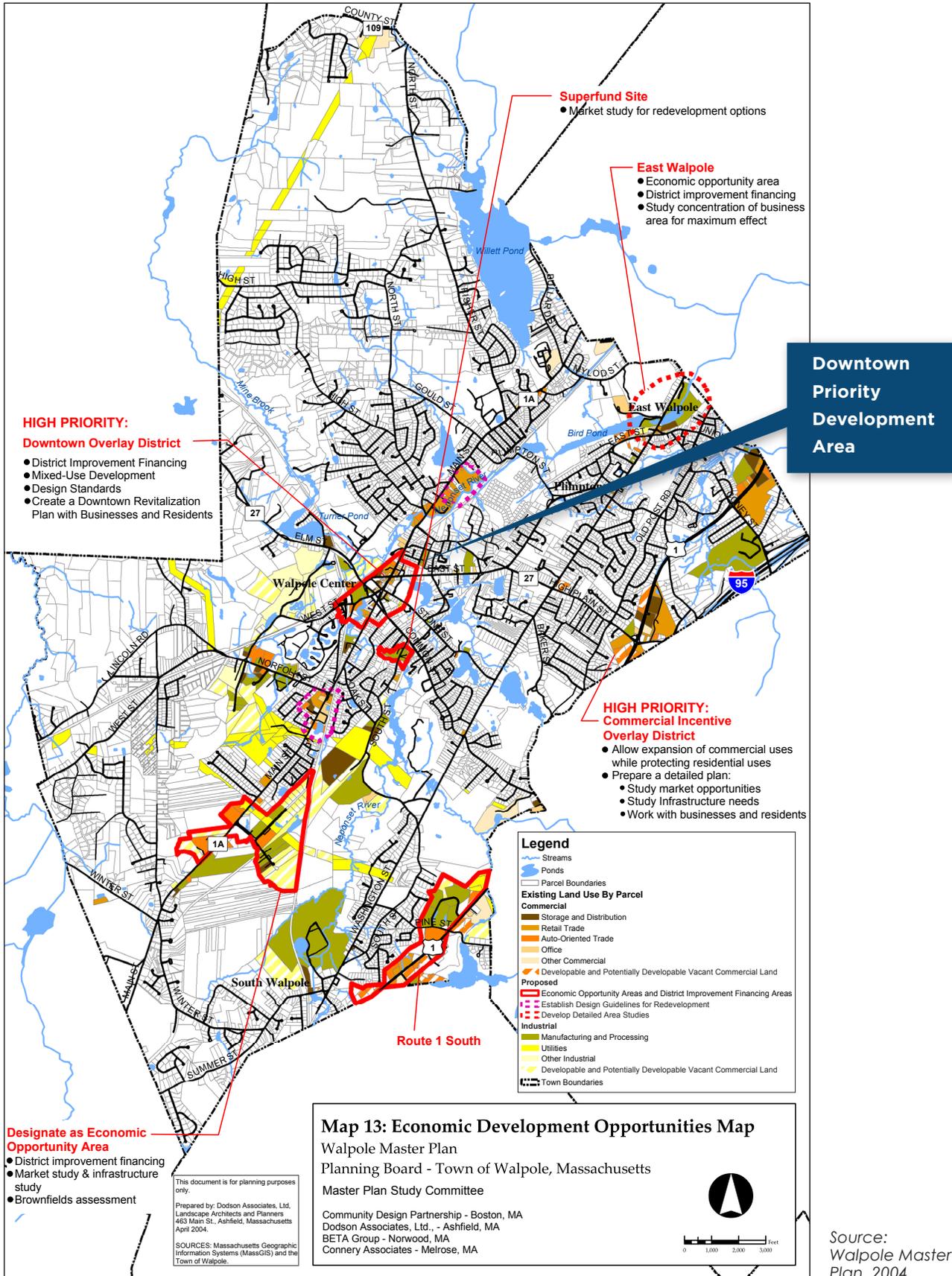
	Priority Development Area	Central Business District
Acres	897.19	54.29
Property Owners	131	81
Parcels	194	130
Assessed Value	\$100.9 million	\$54.3 million
Real Estate Taxes	\$1.3 million	\$ 986,787
Housing Units	421	316
Building SF	1,285,000	875,000

Source: McCabe Enterprises and Town of Walpole 2018 Tax Assessment records.

Walpole Demographics

In economic development and commercial district revitalization, it is important to understand local demographics. Businesses want to know and understand their customer. Demographics offers insights into the shopping behaviors, which are influenced by income, lifestyle, life stage and culture. Demographics, such as the number of households and people living and working in an area, provide critical data as to the number of potential customers in a geographic area, such as Downtown Walpole.

Figure 2. Walpole's Downtown Priority Development Area.



Source:
Walpole Master
Plan, 2004.

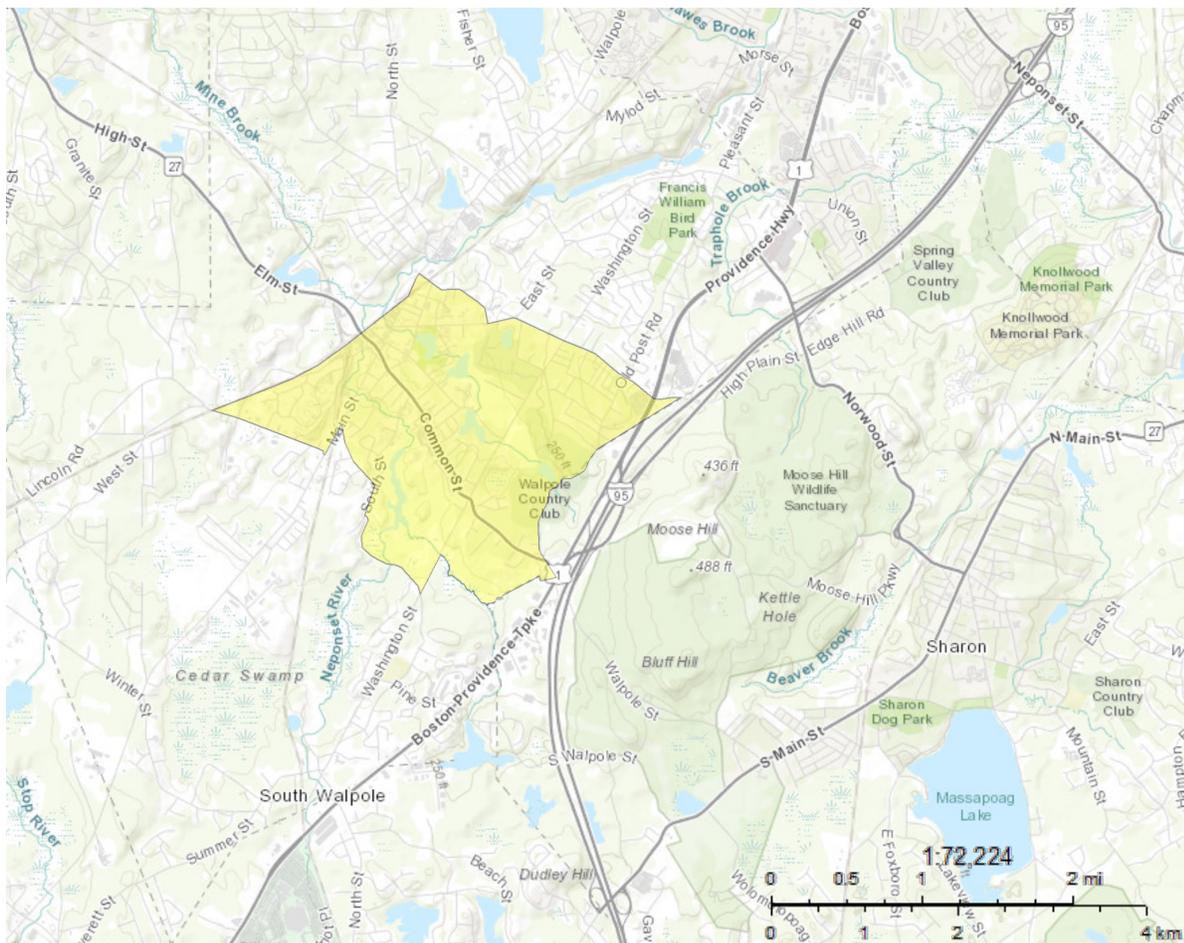
Over the next pages, the local demographics of area residents and workers in Walpole and the area surrounding Downtown are examined. The US Census Bureau has identified a Walpole Census Designated Place (CDP), which is depicted in Figure 3. This area includes Downtown Walpole. Table 3 provides a snapshot of town-wide demographic indicators and the Walpole CDP, which is essentially the Downtown Walpole Area. Walpole is home to 24,913 residents. Approximately one-quarter (6,209) of Walpole’s residents live in the Downtown Area, as defined by the Walpole CDP.

Walpole’s population has steadily grown, 9.6% since 2000 at a faster rate than Norfolk County and the Commonwealth, which grew 6.3% and 6.2% respectively. The population of the Downtown Walpole CDP area remained

fairly even, growing 0.8% since 2000. The number of housing units constructed in Walpole town-wide since 2000 numbers 1,368 units, which is 14.9% of all housing units town-wide and over five (5) times the number of new housing units built since 2000 in the Walpole CDP Downtown area. The two (2) new transit-oriented housing developments in Downtown represent the first housing constructed in over a decade.

On the following pages are tables and charts highlighting key demographic indicators for the Town of Walpole and the Walpole CDP – the Downtown Area. Data is compared with Norfolk County and the Commonwealth to provide context. The key take-aways from the demographic tables and charts are noted here.

Figure 3. Walpole CDP (Census Designated Place).



Source: US Census, 2017.

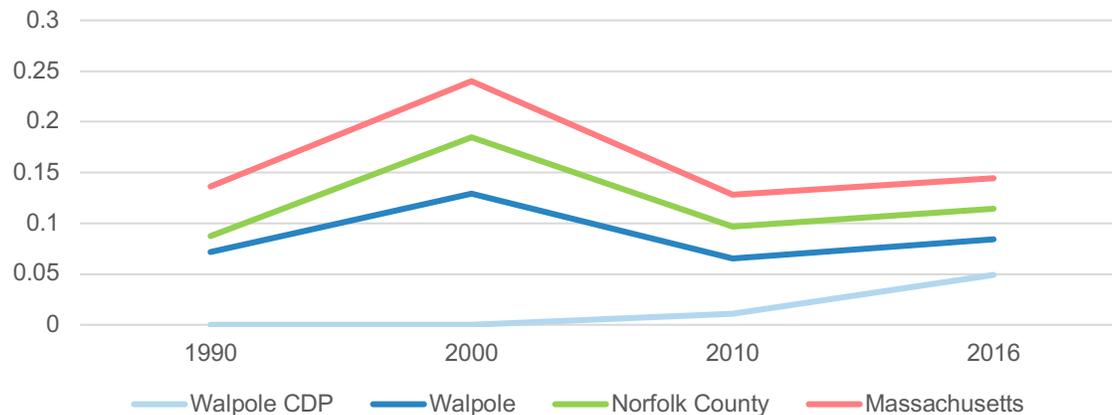
- Age-Cohorts.** Walpole town-wide and the Downtown Area both have a slightly higher percentage of children and youth than Norfolk County and Massachusetts. 23.4% and 24.2% children and youth under 18 years in Walpole and the Downtown area, respectively, compared with the state (20.6%) and the county (11.7%). Not surprisingly, Walpole and the Downtown area also has a slightly higher percentage of adults, aged 35 to 44 years, typical parenting years, 14.4% and 15.1% respectively, compared to the state (12.4%) and Norfolk County (12.7%).
- Age Cohorts.** In addition to the growing number of young families in Walpole, there is also a higher proportion of seniors town-wide and in the Downtown area than found in the Commonwealth and Norfolk County. Town-wide, 17.3% of Walpole's residents are 65 years of age or older. In the Walpole CDP – the Downtown area, 19.5% of residents are 65 years of age or older. State-wide and county-wide the proportion of seniors numbers 15% and 15.6%, respectively.

Table 3. Snapshot of Walpole Demographics.

	Town-Wide	Walpole CDP – The Downtown Area
Population	24,913	6,209
Households	8,990	2,475
Average Household Size	2.72	2.51
Median Housing Income	\$99,102	\$76,464
Aggregate Income	\$1.16 billion	\$246 million
Aggregate Income Per Acre	\$88,589	\$136,672

Source: McCabe Enterprises and American Community Survey, 2016, 5-year estimates.

Figure 4. Walpole Rate of Population Change, 1990 to 2016.



Source: McCabe Enterprises and American Community Survey, 2016, 5-year estimates.

Table 4. Median Age.

	Median Age
Walpole Town-wide	43.2 years
Walpole CDP – The Downtown Area	44.4 years
Norfolk County	41.0 years
Massachusetts	39.4 years

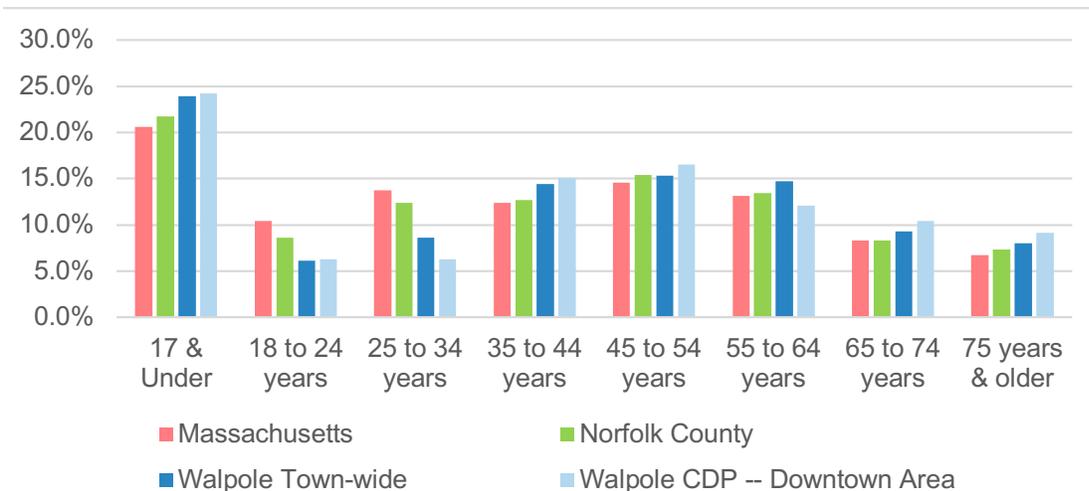
Source: American Community Survey, 2016, 5-year estimates.

Table 5. Racial Characteristics.

	Massachusetts	Norfolk County	Walpole Town-wide	Walpole CDP - Downtown Area
White	79.3%	80.0%	88.5%	91.4%
Black	8.9%	7.3%	3.4%	0.7%
Native American	0.7%	0.5%	0.4%	0.4%
Asian	6.9%	11.0%	5.9%	3.3%
Native Hawaiian/ PI	0.1%	0.1%	0.1%	0.0%
Other	4.7%	1.6%	2.5%	6.0%
Hispanic	10.9%	4.0%	4.0%	6.3%

Source: American Community Survey, 2016, 5-year estimates.

Figure 5. Walpole Age Cohorts.



Source: McCabe Enterprises and American Community Survey, 2016, 5-year estimates.

- Household Size.** Households in the Downtown Area tend to be smaller, with an average household size of 2.51 persons. In contrast, town-wide, the average household size is 2.72 persons, which is higher than Massachusetts (2.54) and Norfolk County (2.59).
- Households.** Over one-third of the households in the Downtown area are single-person households, compared with one-quarter town-wide. Over-half (55.7%) of the single-person households in the Downtown area are persons under 65 years of age. Town-wide, the majority, 50.4%, of single-person households are seniors (persons 65 years and older). Households with kids comprise 34.1% of the households town-wide, and 27.4% of the households in the Downtown area.

Table 6. Households.

	Number of Households	Average Household Size
Walpole Town-wide	8,990	2.72
Walpole CDP – The Downtown Area	2,475	2.51
Norfolk County	260,061	2.59
Massachusetts	2,558,889	2.54

Source: American Community Survey, 2016, 5-year estimates.

Figure 6. Households: Walpole Town-wide.

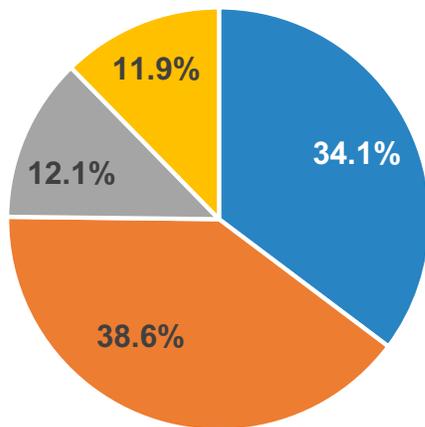
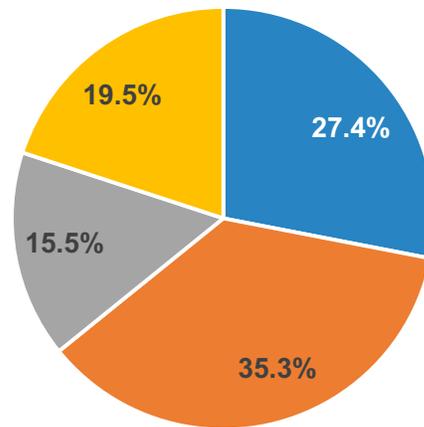


Figure 7. Households: Walpole Downtown.



- Family Households with Kids
- Family Households with No Kids
- Live Alone: 65 Years & Older
- Live Alone: Under 65 Years

Source: McCabe Enterprises and American Community Survey, 2016, 5-year estimates.

- **Educational Attainment.** Over half, 56.5% of Walpole’s residents 25 years and older have a bachelor’s degree or higher. The educational attainment rate exceeds the Commonwealth (41.2%) and Norfolk County (51.2%). In the Downtown area, 43.2% of residents over 25 years, have a bachelor’s degree or higher.
- **Income.** The median household income in Walpole is \$99,102 annually. 61.3% of households town-wide have an annual income exceeding \$100,000 per year. The median household income in the Walpole CDP—

Downtown area is \$70,954. Over half (51.8%) of the households in the Downtown area have household incomes exceeding \$100,000 annually. Although the median income in the Downtown area is lower, the purchasing power of the Downtown area as measured by aggregate income per acre is \$136,672/acre compared to \$88,589/acre town-wide. The more compact character of the Walpole CDP area enhances the purchasing power for Downtown businesses.

Table 7. Educational Attainment.

	Massachusetts	Norfolk County	Walpole Town-wide	Walpole CDP - Downtown Area
High School or Less	35.1%	27.1%	27.0%	32.5%
Some College	16.6%	14.2%	14.8%	16.0%
Assoc. Degree	7.7%	7.6%	7.8%	8.2%
Bachelor Degree	23.1%	28.1%	30.7%	28.9%
Graduate/ Professional Degree	18.2%	23.1%	19.8%	14.3%
Percent with BA or more	41.2%	51.2%	56.5%	43.2%

Source: American Community Survey, 2016, 5-year estimates.

Table 8. Annual Income.

	Number of Households	Average Household Size
Walpole CDP – The Downtown Area	\$70,954	\$36,069
Walpole Town-wide	\$90,226	\$47,306.
Norfolk County	\$99,102	\$47,177
Massachusetts	\$76,464	\$39,876

Source: American Community Survey, 2016, 5-year estimates.

- Commuting Characteristics.** Residents in Walpole rely on cars to get to work and spend an average of 33.4 minutes commuting to work. 7.6% of residents in the Downtown area commute using public transit and town-wide, 8.4% of residents use transit. A few people walk to work in Walpole, 1.4%

town-wide walk to work, and 1.2% in the Downtown area walk to work. Four percent (4%) of Walpole residents work at home. Slightly more, 4.1% of Downtown area residents work from home. 6.6% of the residents living in the Downtown area do not have access to a car for commuting.

Table 9. Income Segmentation.

	Massachusetts	Norfolk County	Walpole Town-wide	Walpole CDP - Downtown Area
Less than \$50,000	26.6%	17.0%	13.2%	21.8%
\$50,000 to \$74,999	14.9%	12.2%	10.8%	9.4%
\$75,000 to \$99,999	13.8%	13.1%	14.7%	16.9%
\$100,000 to \$149,999	20.7%	22.8%	23.5%	25.0%
\$150,000 to \$199,999	11.0%	14.1%	14.1%	8.4%
Over \$200,000	13.1%	20.8%	23.7%	18.4%

Source: American Community Survey, 2016, 5-year estimates.

Table 10. Commuting Characteristics.

Mode of Transport	Massachusetts	Norfolk County	Walpole Town-wide	Walpole CDP - Downtown Area
Car – Driving Alone	71.7%	69.3%	78.0%	80.9%
Car Pool	7.5%	7.1%	6.9%	5.4%
Public Transit	9.9%	14.0%	8.4%	7.6%
Walk	4.9%	3.6%	1.4%	1.2%
Bicycle	0.8%	0.6%	0.1%	0.0%
Other	1.1%	0.8%	1.1%	1.0%
Work At Home	4.7%	4.6%	4.1%	4.0%
No Vehicle Available	5.9%	3.9%	2.0%	6.8%
Mean Average Commute Time to Work	29 minutes	33.4 minutes	33.4 minutes	32.3 minutes

Source: McCabe Enterprises and American Community Survey, 2016, 5-year estimates.

3 Parking & Mobility

Parking in Downtown Walpole

Parking is of vital importance to a community as it effects its citizens, businesses, transit systems, aesthetic appeal, and overall quality of life. The availability and perception of parking can influence the choice of mode and route of travel as well as the viability and competitive characteristics of commercial areas. Its adequacy influences the economic return on public and private investments. Municipalities strive to provide convenient, reasonably priced parking to encourage business and make their established economic centers more competitive. Inadequate parking can result in not only loss of business but can create frustration with residents and visitors.



Knowledge of parking demands and characteristics is essential in setting public zoning requirements and in planning, designing and operating parking facilities. Information on where, why, and how people park as well as how long they stay and how far they are willing to walk is needed for sizing parking facilities, estimating access requirements and applying parking management practices. The parking demand – the number of parkers attracted to a particular area or activity during specific times of day – when compared to available parking space within acceptable walking distance, provides a factual basis for determining parking needs in a community.

The following information details the techniques and findings of the parking study completed by Pare Corporation for the Town of Walpole to be used in determining any inadequacies that may be present. Pare has worked with McCabe Enterprises to provide recommendations from the survey findings and parking counts for the Town of Walpole. These included recommendations for parking improvements, Downtown development, improved walkability, and wayfinding.

Figure 8: Public Parking Signage in Downtown Walpole.

Parking Inventory

Pare Corporation performed field inventories in Walpole on three (3) days to assess the existing parking conditions in the Downtown area. The information collected on the existing parking included:

- number of parking spaces;
- time limits and hours of operation;
- type of ownership (i.e., public, private, or restricted to employees or customers of a particular building);
- rates and methods of fee collections;
- types of regulations at curb spaces (loading zones, passengers' zones, handicapped zones); and
- types of facilities (street parking or lot).

A map of the existing parking counts can be found in Figure 10.

Parking counts were completed on Thursday, October 4, Wednesday, October 10, and Saturday, November 17 during three (3) peak hours, starting at 8:30 a.m., noon, and 3:00 p.m. The number of spaces available and those

that were occupied in the downtown area were counted during each of the time periods identified. This information helps provide an understanding of when and where the public is parking throughout the course of the day. Tables 1, 2, and 3 on the following pages details the results of these parking counts. Highlighted in yellow are lots or on-street parking locations that have 75% or more of their spaces occupied. Highlighted in orange are lots or on-street parking locations that have 90% or more of their spaces occupied. These areas indicate locations and times that have high demand and/or need for additional parking spaces. An important note, on the days of the parking study six (6) of the 12 on-street parking spaces on Elm Street were coned off due to construction occurring on an adjacent lot. It is unknown if there is a demand for these spots or whether they would remain empty if they were available. Overall, there is adequate parking in the Downtown commercial areas, very few of the parking lots and on-street parking were at capacity. However, parking at the Walpole Train Station was 90-100% full on both weekday counts. The worst-case scenario observed was on Wednesday, October 10 at 8:00 AM. During this time both MBTA parking lots, the parking lot on West Street, and four (4) on-street parking areas were over 80% full.



Figure 9: On-Street Parking Blocked by Construction Cones on Elm Street.

Table 11. October 4, 2018 Parking Spot Counts.

October 4, 2018	Morning			Noon			Afternoon		
	Total	Taken	Handicap	Total	Taken	Handicap	Total	Taken	Handicap
On Street:									
Main Street (North)	29	7	24%	29	8	28%	29	8	28%
Main Street (South)	19	0	0%	19	11	58%	19	10	53%
West Street (North)	16	12	75%	16	10	63%	16	13	81%
West Street (South)	3	3	100%	3	2	67%	3	3	100%
Common Street	30	5	17%	30	13	43%	30	6	20%
Front Street (East)	9	0	0%	9	1	11%	9	0	0%
Front Street (West)	9	5	56%	9	5	56%	9	3	33%
Elm Street	13	3	23%	13	5	38%	13	4	31%
Glenwood St.	13	0	0%	13	1	8%	13	3	23%
Route 1A	5	4	80%	5	2	40%	5	4	80%
East Street	9	9	100%	9	9	100%	9	9	100%
Stone Street	4	0	0%	4	1	25%	4	0	0%
Parking Lots:									
Playground	66	9	14%	66	14	21%	66	15	23%
Town Hall	140	87	62%	140	108	77%	140	87	62%
Library	63	29	46%	63	49	78%	63	29	46%
Fire Station	130	81	62%	130	65	50%	130	100	77%
Route 27	8	3	38%	8	6	75%	8	5	63%
Glenwood St	63	27	43%	63	45	71%	63	28	44%
West Street	34	34	100%	34	34	100%	34	29	85%
MBTA Parking:									
Train Station	81	79	98%	81	79	98%	81	73	90%
MBTA Elm St	190	189	99%	190	189	99%	190	180	95%

- 90% or more spots occupied
- 75% to 94% of spots occupied

Table 12. October 10, 2018 Parking Spot Counts.

10-Oct-18	Morning			Noon			Afternoon		
	Total	Taken	Handicap	Total	Taken	Handicap	Total	Taken	Handicap
On Street:									
Main Street (North)	29	5	17%	29	14	48%	29	10	34%
Main Street (South)	19	3	16%	19	10	53%	19	13	68%
West Street (North)	16	13	81%	16	12	75%	16	11	69%
West Street (South)	3	3	100%	3	2	67%	3	1	33%
Common Street	30	4	13%	30	13	43%	30	6	20%
Front Street (East)	9	1	11%	9	2	22%	9	5	56%
Front Street (West)	9	9	100%	9	4	44%	9	2	22%
Elm Street	13	6	46%	13	6	46%	13	5	38%
Glenwood Street	13	0	0%	13	1	8%	13	2	15%
Route 1A	5	2	40%	5	4	80%	5	2	40%
East Street	9	9	100%	9	9	100%	9	9	100%
Stone Street	4	0	0%	4	1	25%	4	2	50%
Parking Lots:									
Playground	66	11	17%	66	11	17%	66	16	24%
Town Hall	140	77	55%	140	67	48%	140	54	39%
Library	63	17	27%	63	31	49%	63	41	65%
Fire Station	130	60	46%	130	87	67%	130	97	75%
Route 27	8	5	63%	8	6	75%	8	4	50%
Glenwood Street	63	27	43%	63	38	60%	63	27	43%
West Street	34	34	100%	34	31	91%	34	29	85%
MBTA Parking:									
Train Station	81	77	95%	81	78	96%	81	73	90%
MBTA Elm St.	190	190	100%	190	190	100%	190	178	94%

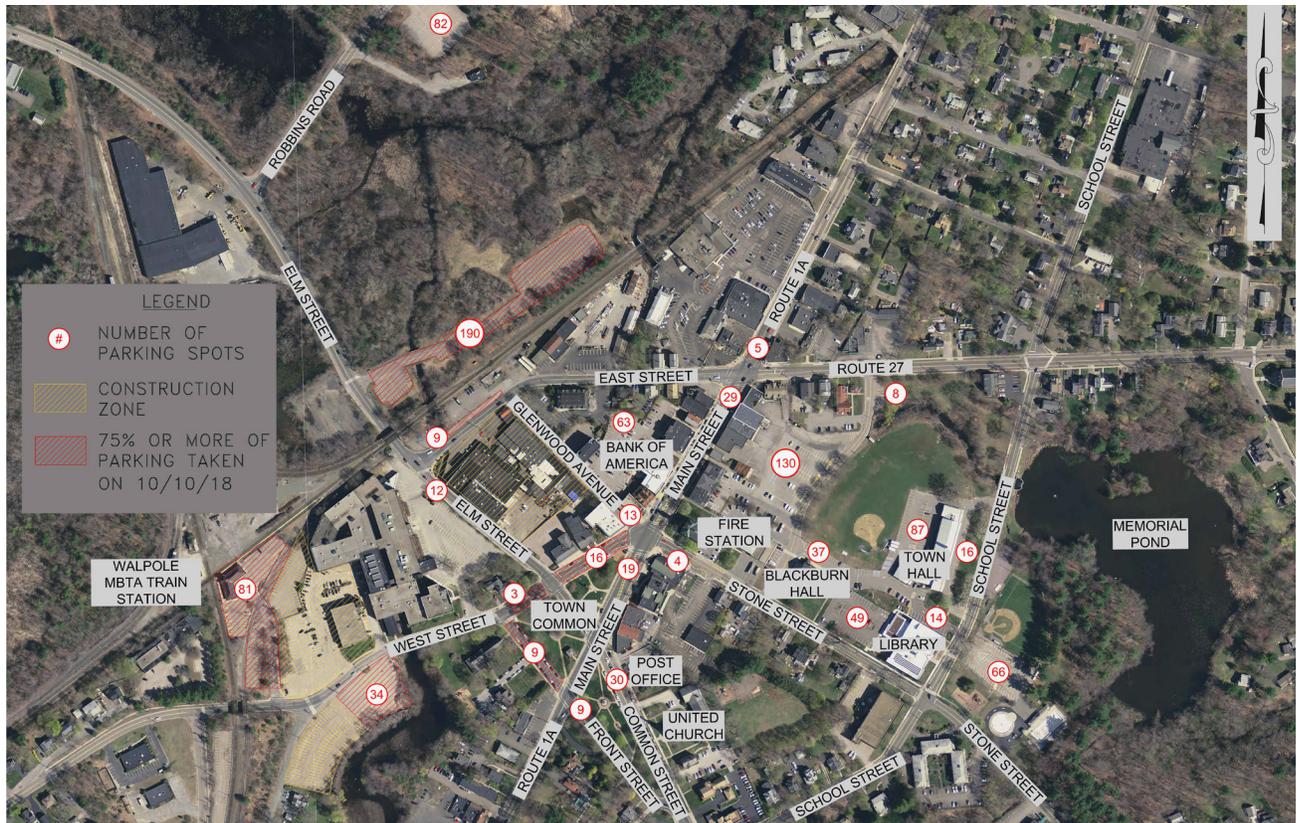
 90% or more spots occupied
 75% or more spots occupied

**Table 13. Saturday November 17, 2018
Parking Spot Counts.**

 90% or more spots occupied
 75% or more spots occupied

	Total	Taken	Handicap
On Street:			
Main Street (North)	29	2	7%
Main Street (South)	19	1	5%
West Street (North)	16	6	38%
West Street (South)	3	2	67%
Common Street	30	26	87%
Front Street (East)	9	9	100%
Front Street (West)	9	9	100%
Elm Street	13	2	15%
Glenwood Street	13	0	0%
Route 1A	5	1	20%
East Street	9	0	0%
Stone Street	4	1	25%
Parking Lots:			
Playground	66	6	9%
Town Hall	140	12	9%
Library	63	10	16%
Fire Station	130	57	44%
Route 27	8	0	0%
Glenwood Street	63	25	40%
West Street	34	0	0%
MBTA Parking:			
MBTA Elm Street	190	1	1%
Train Station	81	7	9%

**Figure 10. Parking Inventory of
Downtown Walpole.**



Source: Pare Corporation.

Public Parking Downtown

Downtown Walpole currently has ten (10) streets that allow on-street parking and nine (9) public lots as well as several private lots with parking restricted to customers, employees, or permits. On-street parking is limited to two (2) hours in the Downtown area between 9:00 a.m. and 7:00 p.m. Parking in the public lot on Glenwood Avenue, behind the Bank of America, is also restricted to two (2) hour parking. This lot also consists of both private and public parking, with some spaces being reserved for businesses such as the Bank of America. The public lot located behind the Fire Station also has a mix of public and private spaces. The parking lot for the Town Hall has some spots reserved for Town of Walpole vehicles. The counts below do not include parking spaces specifically designated for businesses and/or employees, only public parking. Commuters are prohibited from parking in the playground lot on School Street.

Public Transit

Both Massachusetts Bay Transit Authority (MBTA) Commuter Rail and MBTA bus services are available to residents of Walpole. Bus stops are located down Route 1A

(Main Street) in Walpole. The Walpole Train Station is located at 275 West Street. Commuters using the MBTA Commuter Rail park in two (2) MBTA owned lots Downtown, one (1) at the Walpole Train Station and another lot located on Elm Street. Both are available for \$4.00/week-day and \$2.00/weekend day or at a monthly rate available for \$70/month.

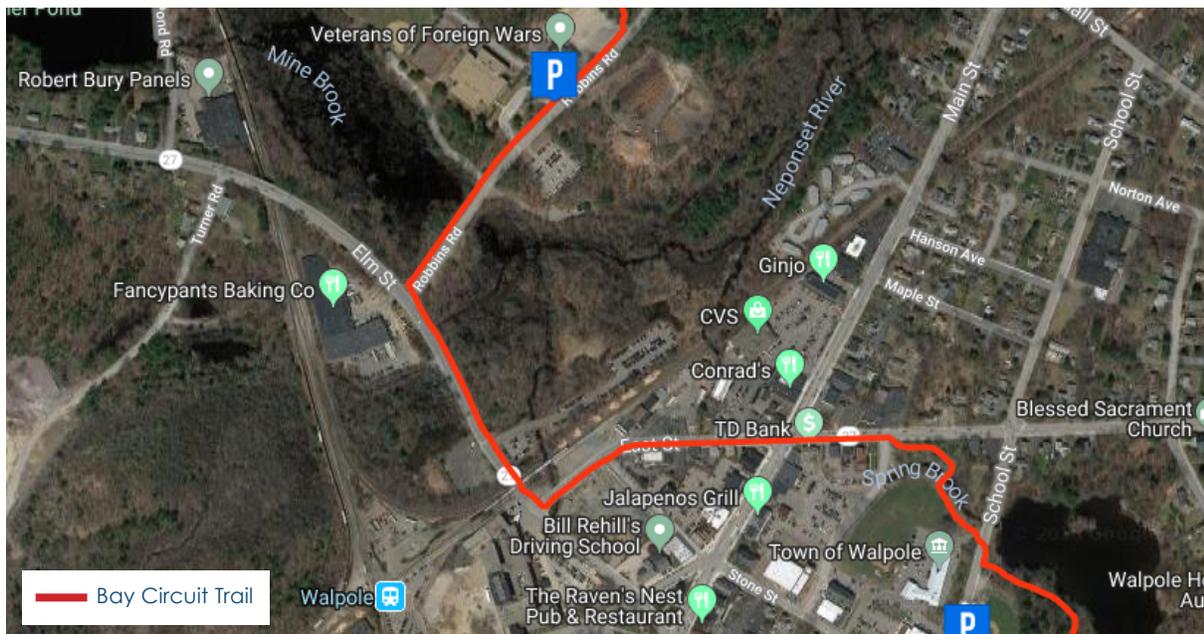
Throughout the parking survey both lots were either completely or nearly at capacity, with some vehicles parked illegally at the Walpole Train Station. Through discussions with the public it was clear that parking for commuters has become significantly more difficult in the recent years. Another concern raised in the surveys was the difficult and dangerous walk from the parking lot on Elm Street to the train station. Pedestrians have to cross a busy Elm Street, walk up a steep incline that gets icy in the winter, and cross active train tracks. Commuters that Pare staff spoke with stated this added an additional five (5) to 15 minutes to their commute.

The Bay Circuit Trail, a recreation trail that extends through 37 towns in eastern Massachusetts, runs through Walpole. The trail travels west along Robbins Road, then exists along the eastern side of Elm Street. Though the sidewalk on the east side of Elm Street ends at the MBTA



Figure 11: Vehicles Parked Illegally in the Walpole Train Station Parking Lot.

Figure 12. The Bay Circuit Trail in Downtown Walpole.



Source: Pare Corporation.

Parking Lot, the Bay Circuit Trail continues along Elm Street onto East Street. Figure 12 above shows the path of the Bay Circuit Trail running through Downtown Walpole in red.

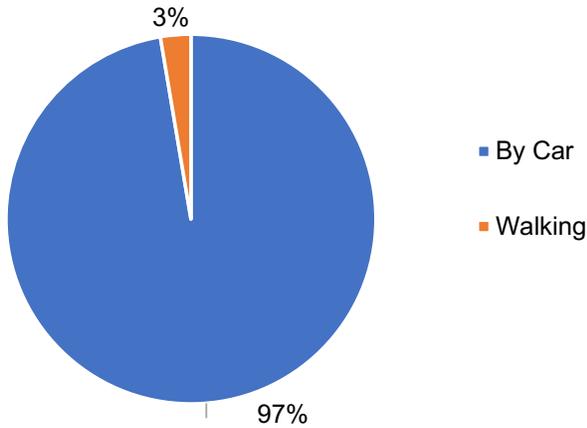
Parking Survey Results

Another important aspect in determining the Downtown parking needs is receiving input from the public. A parking survey was created and passed out to businesses Downtown on October 3, 2018. These surveys asked responders about their parking experiences in Walpole, when and where they usually park, as well as any feedback they could give as to what is and is not working. Completed surveys were collected through December 20, 2018. After receiving a relatively low response rate from MBTA commuters, an online survey was created and flyers were put on vehicles in MBTA and downtown parking lots. Through surveys passed out to businesses and online survey respondents Pare has input from 151 members of the public. Survey results are summarized on the following pages. Pare also received verbal feedback from several resident and business owners to get candid responses about problems about parking in the Downtown area.



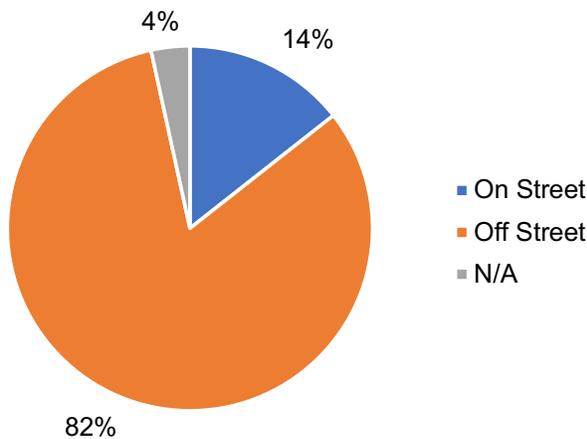
Figure 13: MBTA Parking Pricing.

Survey Results



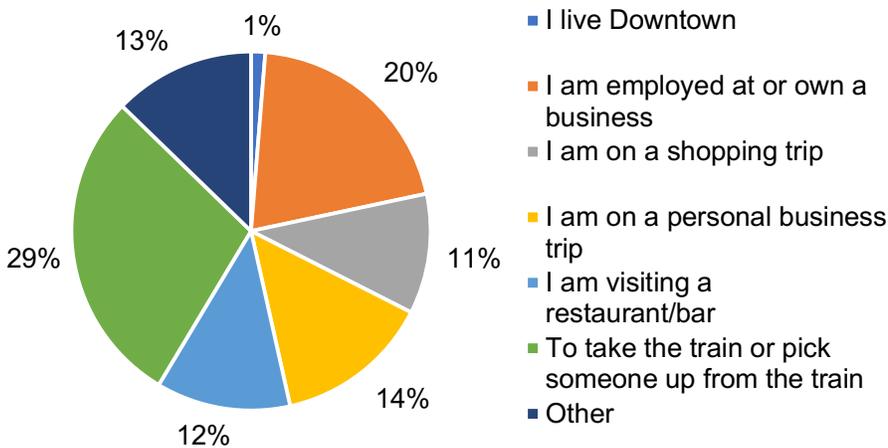
How did you come to Downtown Walpole today?

97% of the 151 respondents stated that they drive to Downtown Walpole. Walpole is a car dependent Town with a low walkability score, convenient parking is needed for residents and businesses.



I parked my car at:

82% of the 146 respondents stated that they parked their car in an off- street parking lot in Downtown Walpole. This is consistent with the parking counts Pare conducted which found that 75% of the public parking is in parking lots Downtown. On-street parking is available but not preferable to residents.

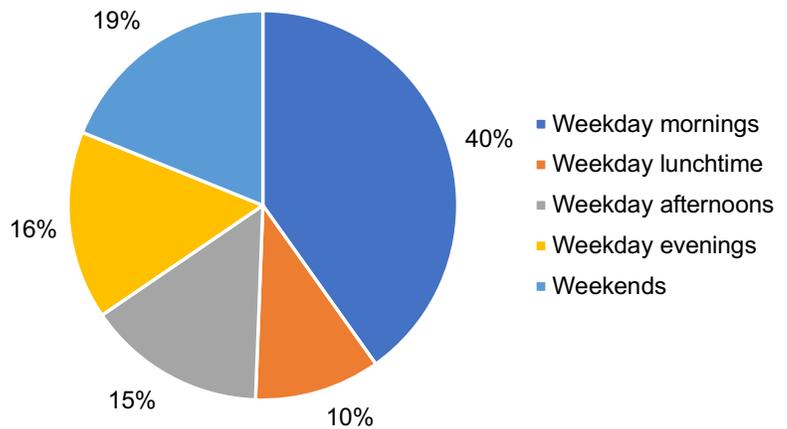


I visited the Downtown area today because:

Of the 157 responses approximately 30% came to the Downtown area to take the train or pick someone up from the train. Therefore about 47 MBTA commuters responded to the survey. Commuter responses were important because they seem to be most affected by insufficient parking in Walpole.

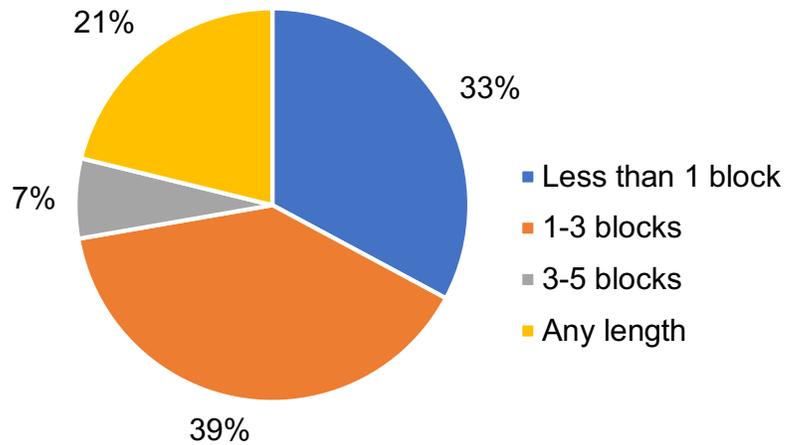
When do you usually visit the Downtown area?

Of the 249 responses, 40% of respondents answered weekday mornings. This is likely because many of the respondents were commuters.



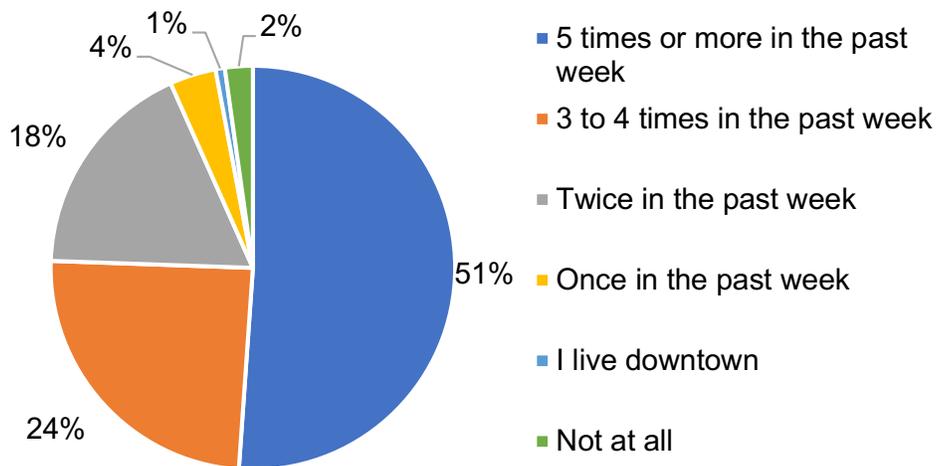
How long of a walk to your destination do you feel comfortable making?

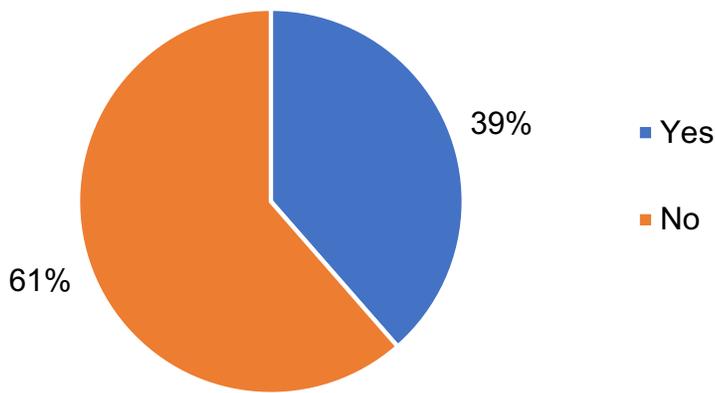
Nearly 75% of the 137 responses stated that they feel comfortable walking 3 blocks or less; most of the Walpole community would prefer to park their car and be at their destination.



How often would you say you visit Downtown Walpole?

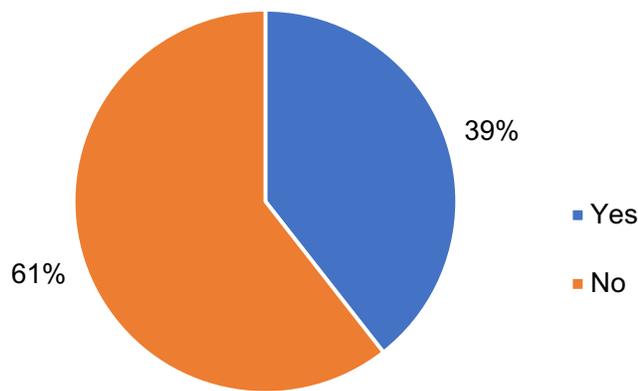
Over 50% of the 135 respondents stated that they visit the Downtown area five (5) or more times a week; therefore, the majority of survey respondents are either Walpole residents or regular Walpole visitors and would therefore have a sense of the towns parking.





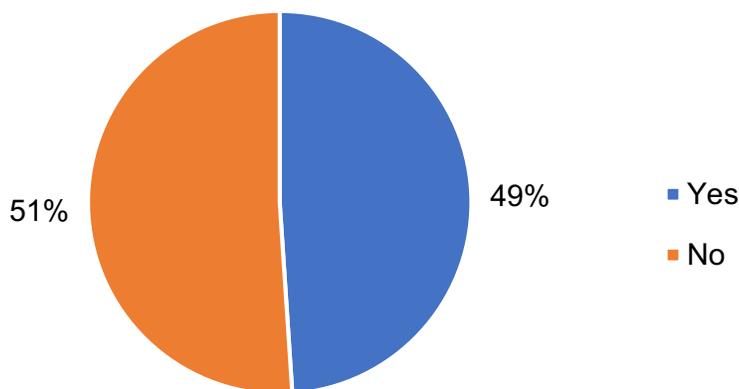
Have you ever left the Downtown area because you thought the available parking was not convenient on your visit?

Approximately 40% of 142 respondents have left the Downtown area because they did not think the available parking was convenient for their visit.



Have you ever left the Downtown area because you could not find a parking space?

Approximately 40% of 140 respondents have left the Downtown area because they could not find a parking space.

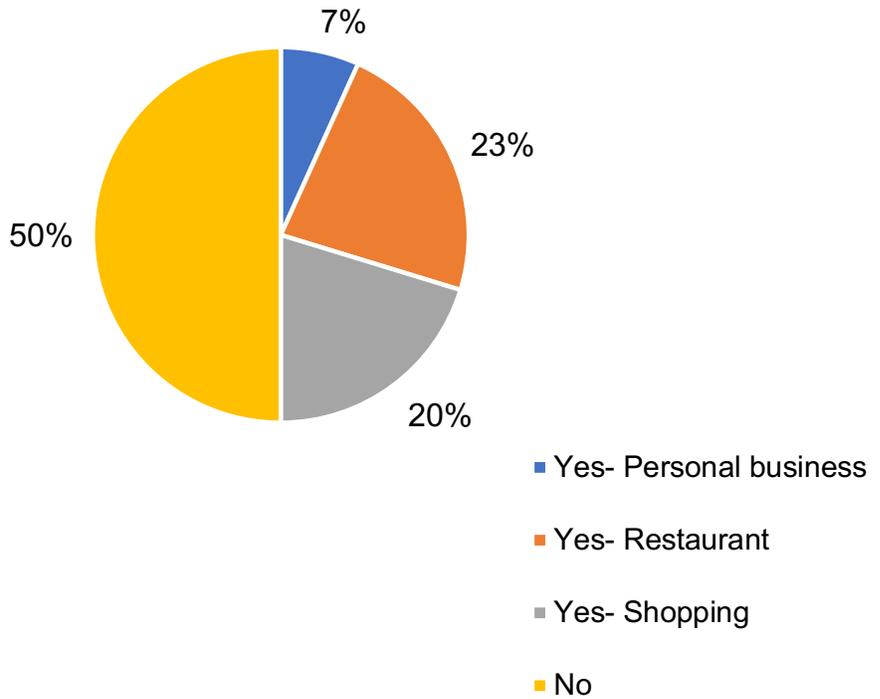


Do you typically visit more than one business when visiting the Downtown area?

Nearly half of the 143 survey respondents visit more than one (1) business when visiting the Downtown area. This shows that Walpole is a community in which residents and visitors walk around to visit multiple businesses.

If you visited the Downtown area today to take the train are you planning on patronizing the Downtown area for any other reason?

This survey question was meant to be answered by train users/commuters. At this time, half of those that use the Walpole Train Station do not patronize Downtown businesses. Encouraging commuters to go Downtown after getting off the train would benefit the economic development of the Town.



Overall the surveys received a wide variety of responses. Some business owners indicated that the public is often unable to find or are unaware of public parking, causing a drop-in business. Other business owners believed commuters were parking in Downtown lots and in spaces on-street, taking public spaces away from potential customers. Commuters felt that new construction near the Walpole Train Station took away much needed parking making it very difficult to find spots in the morning. This coupled with expense of parking in the MBTA owned lots has led some to use the public spaces and walk to the train every morning. Commuters also mentioned areas that were unsafe for walkers, specifically the crosswalk across Route 27 from the MBTA lot to the train station. Another issue brought up by some members of the public, as well as seen in the survey results, is the distance between parking spots and destinations. The elderly and families with young children feel that though they may be able to find parking spots, they are often too far away from their destinations for them to walk. A few responders also felt that employees of Downtown businesses should receive parking passes

making it easier for them to find parking on their way to work. Some recommend that a section of the large parking lot behind the Fire Station be set aside for extended stay parking, i.e. commuters or employees that intend on staying for eight (8) or more hours. Many fear that the new residential developments under construction in Walpole do not have enough parking and will only add to the problem Downtown.



Figure 14: New Construction in Downtown Walpole.

Findings

A major focus of this study was parking availability and convenience in the downtown Walpole. Through public input and field observations it is Pare's conclusion that there is adequate public and street parking in the Downtown business area. However, the public awareness of available parking can and should be improved. Wayfinding signage and signs that brand the public parking areas that will better direct drivers to parking lots downtown, specifically the public lot behind the Fire Station should be implemented. Wayfinding signs are currently present downtown, but the existing signage is small and easily missed by drivers. Figures 17, 18, 19 and 20 show examples of way finding. Figures 17 and 18 are examples from downtown settings and have a pedestrian focus. Figures 19 and 20 are larger examples wayfinding from Salem, Massachusetts and Littleton, Colorado, which are designed for drivers. Adding similar signage around the MBTA station could also draw commuters and train passengers to the downtown area, encouraging them to patronize businesses.

Creating a Walpole parking map and posting it on the Walpole town website and an informational mobile app will also improve the public's knowledge about all available parking. A parking app, similar to those in communities such as Boston, could be created to inform the public about not only parking locations, but also prices, time limits, and parking restrictions. These recommendations would ease public frustration with parking without adding additional parking lots.

While additional parking is not necessary in the core downtown business district, parking for the MBTA Commuter Rail is strained by new construction around the station. This coupled with high demand for MBTA parking has led to frustration from commuters. Figure 16 illustrates the proximity of the train station and MBTA parking areas to downtown.



Figure 15: Park Boston App.

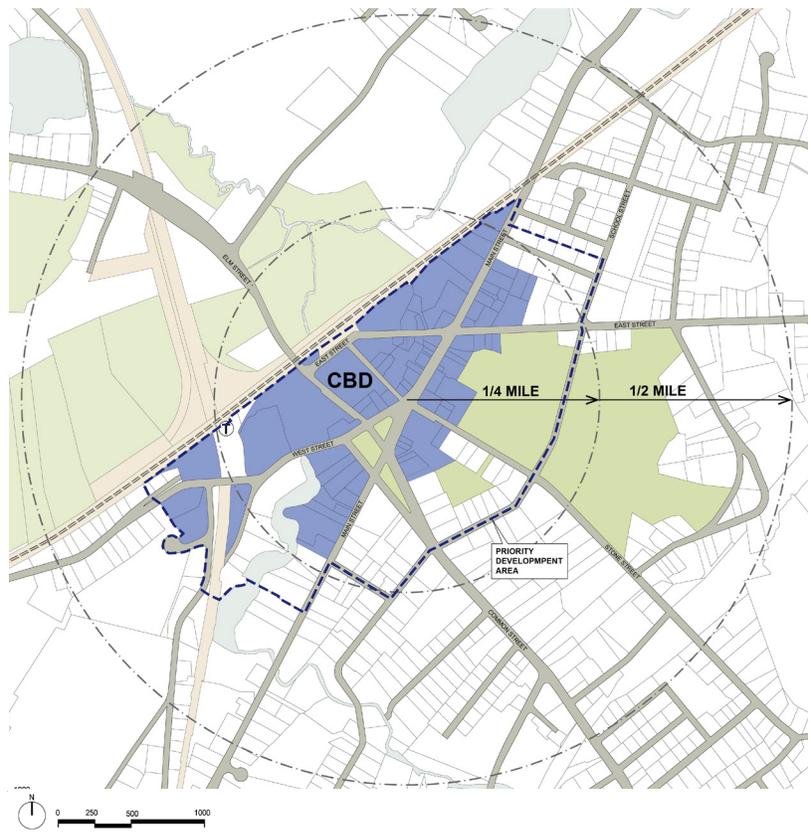


Figure 16: Proximity of Downtown Walpole to the train station.



Figures 17, 18, 19, 20: Examples of wayfinding signage. The two on the left are downtown examples of wayfinding designed for pedestrian-reference featuring maps and historic information. The two examples on the right are designed for vehicular drivers.

businesses closer to Elm Street and the southern part of Washington Street are easily walkable from the Walpole Train station. This area is adversely impacted by all-day parking by MBTA commuters.

It is recommended that the Town of Walpole work with the MBTA to develop a solution to improve commuter parking at the Walpole Station, including additional parking and possibly structured parking. Available MBTA parking spots in towns surrounding Walpole are shown in Table 14. Walpole has the lowest number of spots available for commuters. Due to recent construction around the station space for additional parking lots is limited; because of this the MBTA may want to consider structure parking in Walpole. The layout of the parking lot in front of the Walpole Station is not ideal for structured parking; however, the MBTA Parking Lot on Route 27 could be an ideal location for a parking structure. The parking lot is set back from

the roadway and surrounded by wooded land, it would therefore be less visible than other Downtown locations. The Town of Walpole could also designate “extended stay” parking spots in public lots Downtown. This would allow commuters who cannot or do not park in MBTA Lots to park and walk to the station without taking parking spots away from local businesses.

Although parking appears to be available throughout the downtown there are means that could be implemented to ensure that parking is available for the businesses.

Parking Time Restrictions: While it appears that there is a relatively small percentage of MBTA users that park at the Downtown lot, this could be eliminated by implementing a three (3)- or four (4)-hour parking duration. The MBTA commuter that takes a parking spot for the entire day would be precluded. Designating an area within the Downtown parking lot for extended stay park-

Table 14: Available MBTA Parking Spaces at Nearby Towns.

Town	Walpole	Canton	Dedham	Norfolk	Norwood Central	Sharon	Stoughton
Available MBTA Parking	253	764	497	532	781	542	333

Source: MBTA and Pare Corporation.

ing would allow commuters to park and walk to the Train Station without fear of parking enforcement.

Downtown Parking Management Plan (DPMP): A plan to develop a road map for improving parking conditions downtown should be developed and continued to be updated. Downtown Parking Supply; Parking Occupancy Rates; Parking Permits and Enforcement Issues should be documented as these are all important to know to ensure the success downtown as it continues to change. This information can be used to develop additional recommendations to implement to improve parking conditions.

Improve Parking Layouts: The configuration of the publicly and privately-owned lots on the west side of Main Street between Glenwood Avenue and East Street should be reviewed to maximize parking spaces and to also improve circulation.

Downtown Parking Task Force: The Town of Walpole Board of Selectmen should consider establishing a Downtown Parking Task Force (DPTF) who should meet regularly over the course of a year, with the objective

to develop an evolving action plan that would continue to address vehicle parking downtown.

Walk Score: A Walk Score gives towns and cities around the country Walkability Scores based on residents' abilities to walk to amenities within their community. Score range from 0-100 and divided into five (5) categories; 0-24 Most Car Dependent, 25-49 Car Dependent, 50-69 Somewhat Walkable, 70-89 Very Walkable, and 90-100 Walker's Paradise. Walk Score gives maximum points to communities in which amenities within a five (5)-minute walk (0.25 miles) and no points to amenities that require a 30 minute or more walk. Walkability Scores for Walpole and surrounding towns are listed in Table 5 below. Walpole is given a score of 52, Somewhat Walkable, only two (2) points away from being categorized as Car Dependent. Dover and Norfolk, the only communities with lower Walk Scores than Walpole, are towns that do not have centralized Downtown area, contributing to low scores. By comparison Medfield, Franklin, and Norwood are given very high Walkability Scores, nearing the highest category Walker's Paradise.

Communities with high walkability are beneficial to both

Figure 21: Map of surrounding communities.





Figure 22: Route 27 crosswalk at the MBTA Parking Lot.

residents and businesses. A customer that can easily walk around the downtown area is likely to patronize multiple businesses. Downtown Walpole's sidewalks are in fair to good condition with most having appropriate ADA accessibility. Figure 23 below highlights all of the crosswalks and pedestrian signals in the Downtown area. However, survey respondents cited specific crosswalks that they found difficult or dangerous to cross. The crosswalk across Route 27

(Elm Street) at the MBTA Parking Lot is used by commuters to access the Walpole Station. High traffic volume on Route 27 and horizontal curves on the road create a dangerous pedestrian crossing. Between the MBTA Parking Lot and East Street Route 27 only has sidewalk on the west side of the roadway, forcing pedestrians to cross. A Rectangular Rapid Flash Beacon (RRFB) signal has recently been installed at this crosswalk, however further safety measures

Figure 23. Map of Crosswalks and Pedestrian Signals in Downtown Walpole.



Source: Pare Corporation.

should be taken. Adding a raised crosswalk at this location would encourage drivers to slow when approaching the crosswalk and check for pedestrians.

Another location that residents categorized as difficult to cross was the five (5)-way intersection of Main Street, Stone Street, Glenwood Avenue, and East Street. The signal-controlled intersection has crosswalks on all five (5) legs with pedestrian signals at both Main Street crosswalks and Glenwood Avenue. Optimizing signal timing and adding pedestrian signal heads with countdowns should be added to ease pedestrian frustration at all signalized intersections.

The overall sidewalk system in the downtown area should look to become more pedestrian-friendly. The implementation of streetscapes to recreate the streets and sidewalks, where people of all ages can walk, bike, shop, eat, play and meet their neighbors should be considered. Downtown areas are full of barriers that discourage walking or

bicycling as a means of transportation, recreation, commerce or keeping fit and healthy. Addressing these barriers means more than just building wider sidewalks. Land use and transportation planning, ordinance revisions, and developing economic incentives for businesses all play important roles toward creating an environment that makes walking easy, safe and convenient, and brings vitality back to the downtown. It has been proven that whenever walking becomes a reasonable alternative to driving, many people would rather walk than drive, and taking those extra cars off the road will help to reduce traffic volumes on the roadways, will reduce the number of parking spaces and will have a positive impact on air quality. By making the downtown streets more pedestrian-oriented, this will encourage shoppers to linger.

The implementation of street trees and resting areas not only attract pedestrians, they also help clean the air, reduce storm water runoff, and moderate temperatures. By offering a more interesting street to encourage more walking and a more active pedestrian life will help make downtown Walpole as a more vibrant cultural and economic center that will draw businesses and visitors.

4 Economic Vitality

Economic Vitality

Economic vitality entails a prosperous business district benefiting local residents – customers, business owners, property owners, and the Town. Business prosperity requires understanding the local customer base and market conditions. A retail market assessment examines the existing retail and business offerings in a designated district, such as the Downtown Walpole business district and identifies types of stores that could be added to the district.

McCabe Enterprises reviewed existing public information and secondary data sources including the American Community Survey, 2012-2016; the US Census; Bureau of Economic Analysis; the Walpole 2004 Master Plan, as well as private economic data sources, such as ESRI. Sales leakage data is based on ESRI 2018 data. This market assessment was further informed by multiple visits to Downtown Walpole and competitive districts during the day and evening, and on weekdays and weekends.

Another type of market analysis is based on a real estate/redevelopment approach. This type of market assessment reviews comparative rents and cost of leasing or sales for a business district, such as Downtown Walpole. The real estate market review can be found on page 44.

Overview of Retail Market Assessment & Definitions

The major elements of the retail market assessment are: (1) characterization of the existing business district; (2) definition of trade area for Downtown; and (3) examination of competition. Some definitions of retail market analysis firms that will be helpful when reading this report follow.

Trade Area. The trade area is the geographic area where a business district's customers originate. Although businesses may highlight that they have customers who come from a great distance, the trade area looks at principal sources of customers who patronize the district, not the outliers. Business districts often have a primary or core trade area, as well as a secondary trade area – in other words, there is an inner circle where the majority of customers live or work, and a secondary ring where additional customers reside. A business district's trade area is the sum of its parts. Although each business and store in a district is unique and relies on its own customers, businesses are located within a downtown, neighborhood district or shopping center, in part so that they can more easily attract shoppers from the existing customer base that is patronizing their neighbors. Although the trade area for each business may vary, the retail market analysis is concerned with the trade area of the district as a whole. Businesses which draw from a larger trade area can be beneficial for the district as a whole, if the customers from these businesses can be induced to shop and dine at a nearby business in Downtown.

Aggregate Purchasing Power. The aggregate purchasing power is the maximum available dollars to be expended on consumer goods by residents within the defined trade area. This is based on the specified trade area of the district.

Consumer Expenditures. The US Bureau of Economic Analysis (BEA) conducts consumer expenditure surveys annually documenting detailed spending patterns as to type of consumer goods. Based on the Consumer Expenditure Survey, the potential likely sales for each business sector can be estimated based on the purchasing power in the trade area.

Retail Opportunity Gap or Sales Leakage. The terms Retail Opportunity Gap or Sales Leakage are frequently used interchangeably. Sales leakage refers to the amount of residential consumer purchasing that is occurring at locations outside and beyond the specified trade area of the business district. Sales leakage represents an opportunity for the sales of this product to be offered by an existing retailer or new establishment in the district.

In the next sections, we review the retail market assessment findings for Downtown Walpole.

The Downtown Walpole Trade Area

The trade area is the geographic area where a business districts’ customers originate.

There are three (3) types of retail customer markets – residential, employee and visitor. First, we will discuss the residential market which is the principal market for Downtown Walpole businesses.

The Residential Market for Downtown Walpole

Downtown Walpole is a walkable business district with the MBTA commuter rail to downtown Boston, one (1) MBTA bus line that connects with points north extending to Norwood, Dedham and Forest Hills area. Overall Walpole residents are very auto-dependent. Town-wide Walpole, 84.9% of persons working commute by car. In the Walpole CDP – the downtown area, 86.3% of residents commute to work by automobile. This exceeds the portion of people commuting by car statewide in Massachusetts, which is 78.7%, as well as Norfolk County, which at 76.4% overall (inclusive of solo-drivers and car poolers).

Table 15. Residential Trade Area Population & Households.

TRADE AREAS			
	PRIMARY TRADE AREA 5 Minute Drive Time	SECONDARY TRADE AREA 10 Minute Drive Time	COMPARATIVE GOODS COMPETITION 20 Minute Drive Time
Population	9,829	49,853	215,671
Households	3,919	17,898	79,558
Median House- hold Income	\$77,376	\$79,791	\$81,247

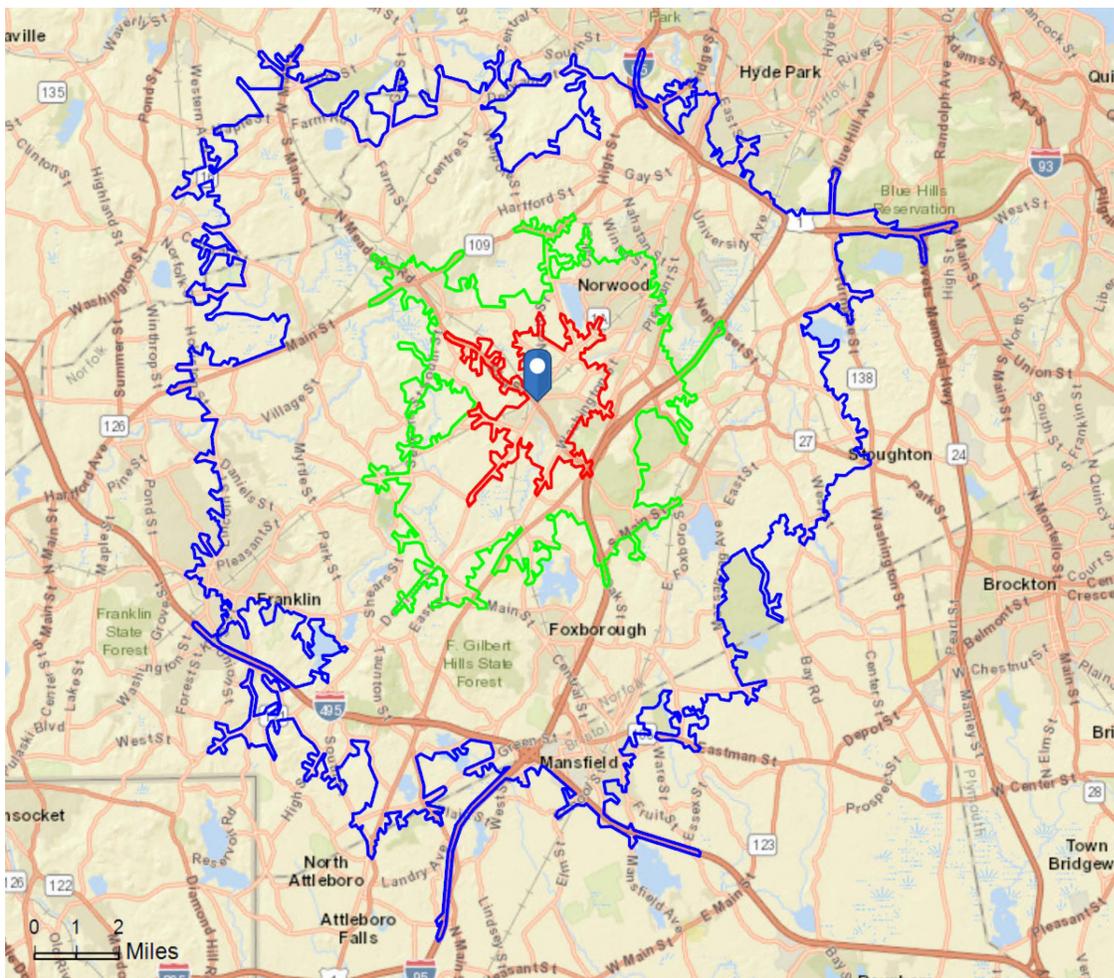
Data Sources: ESRI, 2018.

Consequently, the Downtown Walpole retail trade area is measured in terms of drive time minutes. The primary trade area is judged to be a five (5)-minute drive time. The secondary trade area for Downtown Walpole is a 10-minute drive time. The Primary Trade Area (PTA) and the Secondary Trade Area (STA) are depicted in Figure 24. The trade area map also illustrates a 20-minute drive time area, which is the principal competitive area for comparison good shopping, such as clothing, shoes, furniture. Some retailers and restaurants depending upon their niche and stature with customers could have regular customers in the 20-minute drive time range. Likely residential customers, however, are situated within the five (5)- and 10-minute drive time areas.

The primary trade area for the residential market for Downtown Walpole is comprised of 14,988 people and 6,573 households. The secondary trade area is triple the population, and is comprised of 45,758 persons living in 19,433 households.

Within Downtown Walpole’s primary trade area, the five (5)-minute drive time area, there is \$226.4 million of consumer demand for retail goods, food and drinking establishments. At present, there are 72 retail, food and drink businesses within a five (5)-minute drive time of Main Street and Glenwood Ave/Stone Street in Downtown. ESRI estimates the value of the retail supply in the five (5)-minute drive time area to be \$78.6 million. There is a \$147.8 million retail/food/drink business opportunity in the five (5)-minute drive-time area, Downtown Walpole’s primary trade area.

Figure 24. Downtown Walpole Primary and Secondary Trade Areas.



Data Sources:
ESRI.

Table 16: Demand, Supply & Opportunities for Retail, Food & Drink Businesses.

		Retail Residential Customer Demand	Retail Supply	Opportunity/ Gap
Primary Trade Area: 5 Minute Drive Time	Retail Trade	\$ 203,513,470	\$ 61,455,508	\$ 142,067,962
	Food & Drink (outside of home)	\$ 22,897,499	\$ 17,184,499	\$ 5,713,345
	Total Retail, Food & Drink	\$ 226,410,969	\$ 78,640,007	\$ 147,781,307
Secondary Trade Area: 10 Minute Drive Time	Retail Trade	\$ 943,680,382	\$ 933,842,823	\$ 9,837,559
	Food & Drink (outside of home)	\$ 107,082,267	\$ 117,157,650	\$ (10,075,383)
	Total Retail, Food & Drink	\$ 1,050,762,649	\$ 1,051,000,473	\$ (237,824)
Comparison Goods Competitive Area: 20 Minute Drive Time	Retail Trade	\$ 4,304,212,907	\$ 4,963,415,524	\$ (659,207,617)
	Food & Drink (outside of home)	\$ 486,695,777	\$ 414,434,515	\$ 72,261,262
	Total Retail, Food & Drink	\$ 4,790,908,684	\$ 5,377,850,039	\$ (586,946,355)

Source: ESRI, 2018.

There are, however, many competitive business locations in the 10-minute, secondary trade area that are presently serving customers from Downtown’s primary trade area. The residential customer demand for retail, food and drink in the 10-minute drive-time area is \$1.1 billion annually. There are 443 retail, food and drink establishments – over seven (7) times the number of similar establishments in the five (5)-minute primary trade area for Downtown Walpole. The value of the retail, food and drink supply (business offerings) is \$1.1 billion annually. There is a small negative gap of (\$237,000), meaning there is a very slight imbalance of more business offerings than retail customer demand in the 10-minute drive-time area. The over-supply is in the food and drink sector in the 10-minute drive-time area. Patriot’s Place has a significant offering of restaurants, as does Norwood Center. The retail trade opportunity within the 10-minute drive-time area is \$9.8 million. Competition in the secondary trade area is significant.

Downtown Walpole has a small cluster of businesses centered around the performing arts – music stores and dance establishments. A more detailed review of the residential demand and supply data reveals that there is retail opportunity in the sporting goods/hobby/book/music store segment (NAICS 451) in the five (5)-minute, 10-minute and 20-minute drive time areas. This may provide an opportunity for this small cluster to grow and be enhanced in Downtown Walpole.

Table 17. Daytime Worker Population.

	Walpole Town-Wide	Walpole CDP-Downtown Area
Workers Traveling to Area from Beyond	8,778	3,177
Residents Working Locally	956	182
TOTAL	9,734	3,359

Source: LEHD, 2015 and McCabe Enterprises.

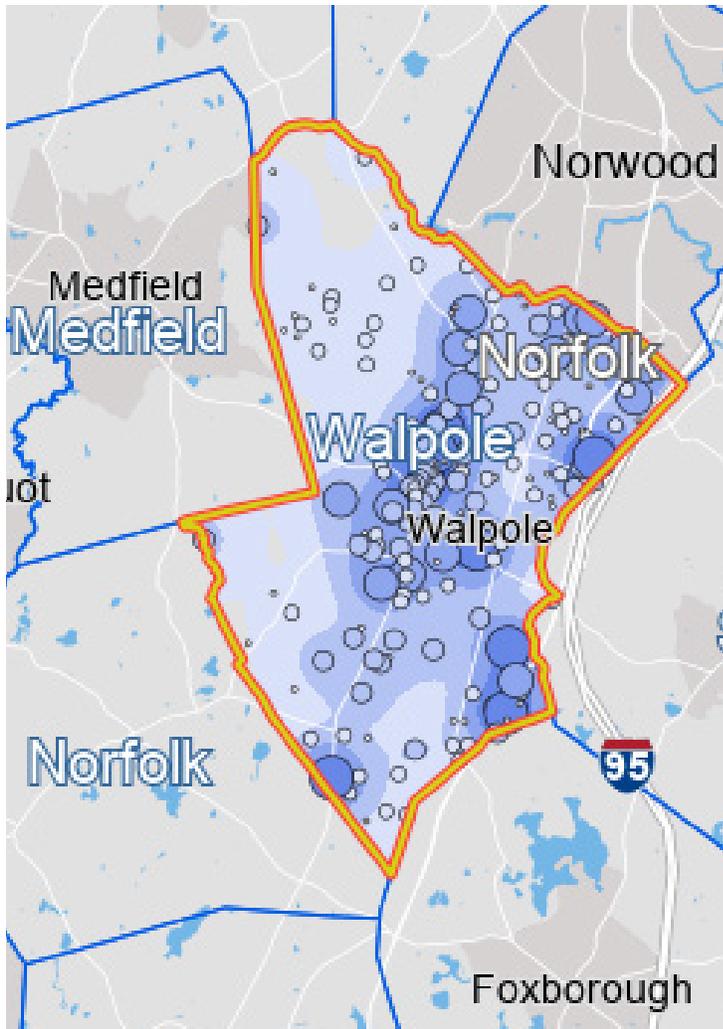


Figure 25.
Concentrations of Employment in Walpole.

- 1 - 2 Jobs
 - 3 - 22 Jobs
 - 23 - 112 Jobs
 - 113 - 352 Jobs
 - 353 - 858 Jobs
-
- 5 - 148 Jobs/Sq.Mile
 - 149 - 577 Jobs/Sq.Mile
 - 578 - 1,292 Jobs/Sq.Mile
 - 1,293 - 2,294 Jobs/Sq.Mile
 - 2,295 - 3,582 Jobs/Sq.Mile

Source: US Census, Longitudinal Employment Household Dynamics, 2015.

Other retail segments that have opportunity in both the primary and secondary areas include home furnishings, lawn and garden, and specialty food stores. New retailers will need to be supported locally and be savvy retailers. Fitness centers and services are good draws for retail districts.

The Employee Market for Downtown Walpole

In addition to the residents who live near to a business area, such as Downtown Walpole, another important customer base are workers who may live elsewhere but work in or near Downtown Walpole. There are professional offices, the civic and nonprofit sectors and service businesses

in and around Downtown Walpole and at the Station Business Center who all have employees and owners who need coffee, gas, lunch and various sundries during the work week. These workers are and can be patrons for local businesses.

There are 11,143 persons working at business establishments in Walpole town-wide. Over 97.9% of persons working in Walpole live in other communities and travel to Walpole for work. In the Walpole CPD, the Downtown area, there are 3,359 persons working, 30.1% of all jobs in Walpole. Similarly, 94.5% of the persons working in the CDP, the Downtown area, travel to the Walpole CDP and do not live in the immediate area. This is a significant potential customer base for Downtown Walpole businesses. Time and convenience are key considerations

for customers today. Proximity and easy access often determine where a person may shop or stop for food before and after work, or over a lunch break. The following map illustrates where the concentration of employment is in Walpole. Downtown Walpole is one (1) of four (4) significant employment centers in Walpole.

The Visitor Trade Area

Walpole is not perceived as a locus for visitors and tourists. However, Downtown Walpole has attractions that have the potential of drawing visitors from beyond Walpole, principally day-visitors. The Bay Circuit Trail winds through Spring Brook Park in downtown Walpole. The Bay Circuit Trail is part of a 230-mile hiking trail system. It is locally maintained by host communities with overarching leadership from the Appalachian Mountain Club. The trail is used for hiking, walking, picnicking, trail running, and snow shoeing in winter months. In addition, Bike New England advertises a bike trail originating in Downtown Walpole that weaves through Walpole and some nearby communities.

Although visitors are not a significant part of the Downtown Walpole marketplace, there is potential to develop a small visitor segment. Bicyclists can positively contribute to the local economy. The URI Transportation Center study found that East Bay Bike Path users spend money typically on food and drink, and on average expended \$16.62 per bike trip. At present, there is no organized outreach or marketing to the visitor community by Downtown Walpole businesses or a city or regional visitors' bureau.

Source: McCabe Enterprises.

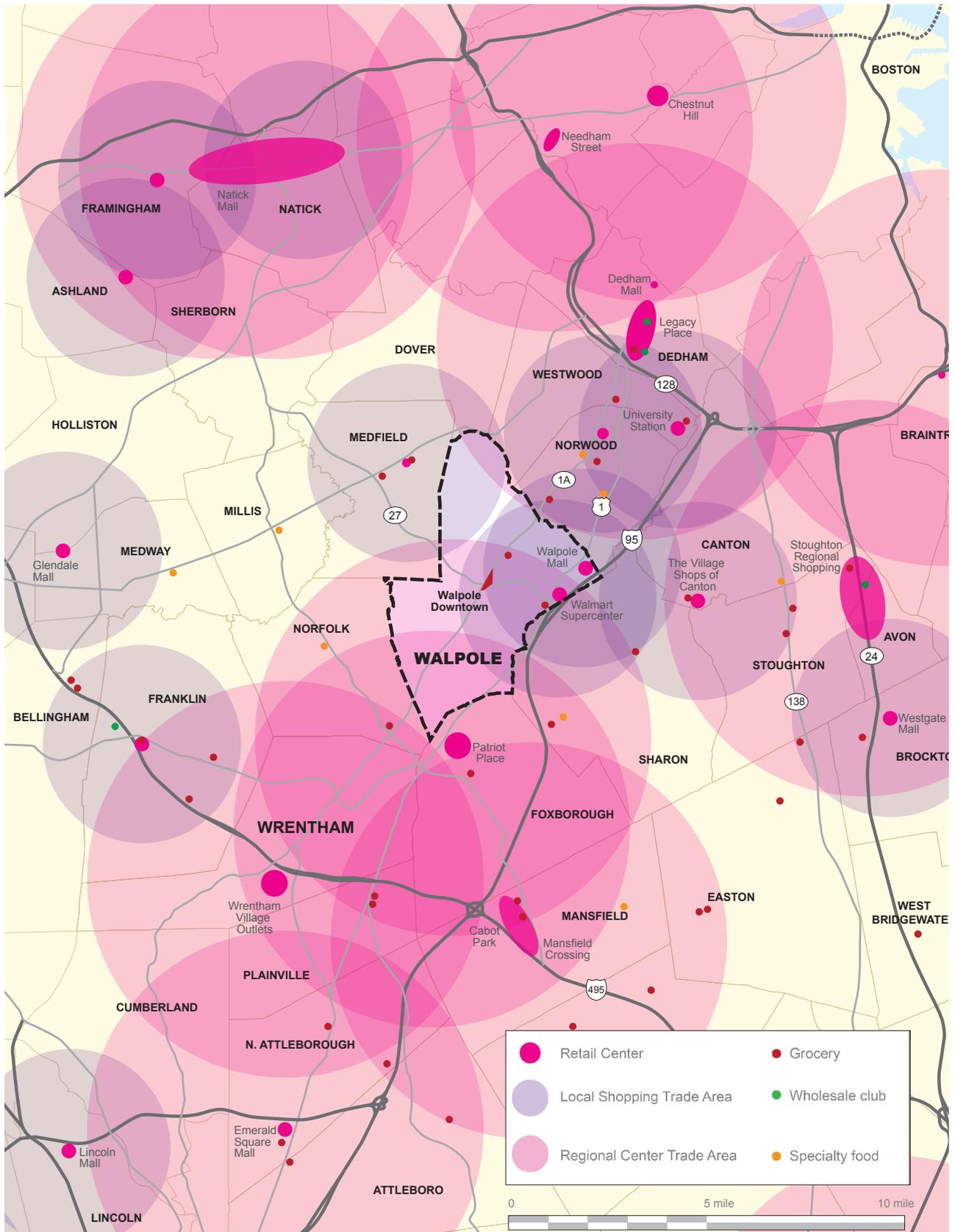
Competitive Districts

Retail and service business districts are dependent upon frequent visits and patronage from local customers. Two (2) types of shopping stimulate frequent visitation to stores and shopping districts, namely groceries and drug store items. Drug stores, such as CVS and Walgreens, now frequently carry convenience grocery items to generate customer traffic. Downtown Walpole does not have a large-format grocery stores for weekly shopping store. Retail grocery stores tend to continuously attract customers on a weekly basis, or more frequently in some cases, which strengthens a suburban downtown. The closest grocery, Stop'n'Shop, is located 1.3 miles north of Downtown Walpole, just within the five (5)-minute drive time (the locus of primary trade area for Downtown. Stop'n'Shop is part of a larger retail plaza area, which has become a competitive shopping area to Downtown Walpole. Figure 26 depicts the location of competitive grocery locations around the Walpole area.

Table 18. Nearby Restaurant Competition.

Town	Drive Time	Restaurants
Downtown Walpole		13
East Walpole	7 minutes	3
Walpole Mall/ Rte 1	9 minutes	6 / 14
Patriot's Place	8 minutes	15
Medfield	9 minutes	13
Norfolk	9 minutes	8
Wrentham Center	11 minutes	14
Norwood Center	14 minutes	29
Millis	14 minutes	18
Westwood	14 minutes	7
Westwood Station	13-22 minute	10

Figure 26. Competitive Shopping Areas.



The map of competitive shopping areas, including grocery store locations, reinforces that highly competitive retail environment around Downtown Walpole. Nearby competition in the sit-down restaurant segment from nearby business districts is highlighted in Table 18.

E-commerce is another form of competition. The internet and e-commerce have also been a creative, disruptive factor to the retail sector prompting new businesses, and challenging existing businesses to adapt. E-commerce offers opportunities to existing businesses in downtowns, such as Walpole, by providing a wide market-reach for online sales. E-commerce provides existing businesses with another channel of communication and marketing, enabling businesses to establish a relationship with customers, through newsletters, sales announcements, Facebook, Instagram, and other social media. However, e-commerce

has also driven customers away from local shops to larger retailers, such as Amazon, who seek the convenience on online ordering that is available 24-hours a day and next-day delivery to their home or office. Time-pressed adults are increasingly relying on e-commerce to access retail goods and services.

Over the past two (2) decades e-commerce sales have steadily grown. E-commerce now accounts for 9.8% of all retail sales. In the third quarter of 2018, e-commerce sales grew 14.5% over the same quarter of previous year compared to retail sales which grew 5.3% during the same period.

The growth of e-commerce has prompted sweeping changes in the retail industry. Many retail outlets with brick-and-mortar facilities have become smaller, requiring less

E-Commerce As A Percent of Retail Sales, 1998 to 2018

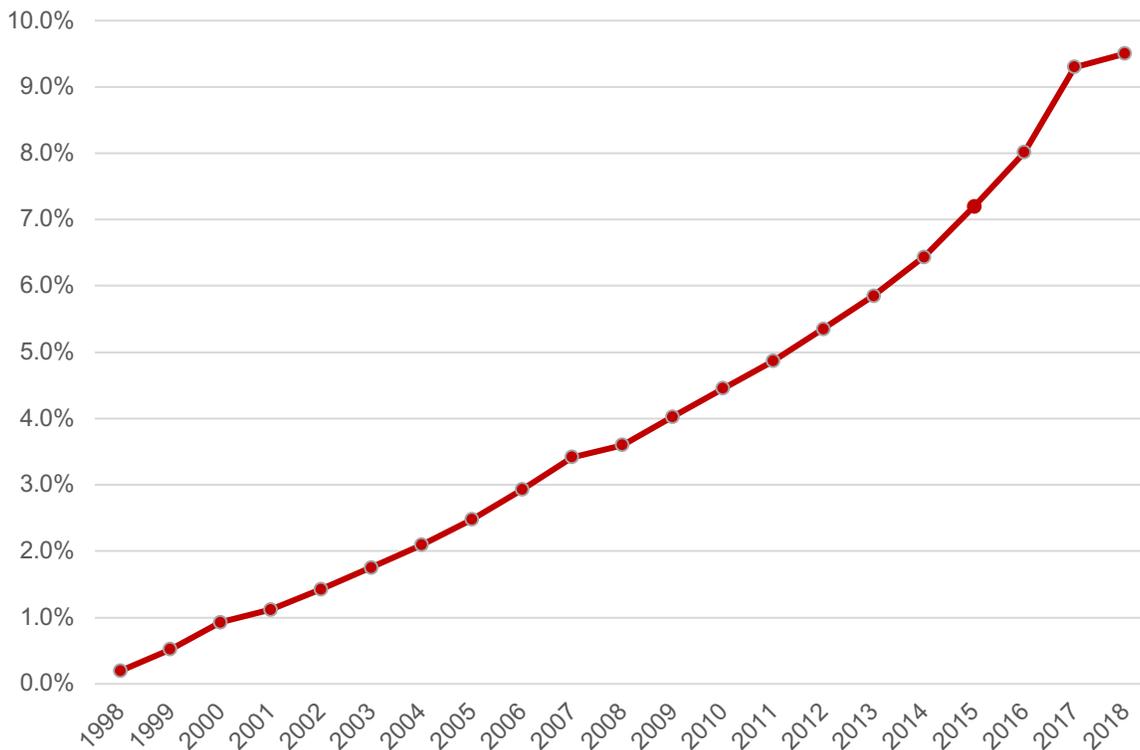


Figure 27. Growth of E-Commerce 1998-2018.

Source: US Census and McCabe Enterprises.

real estate space. Retail stores are often show-rooms to display and feature merchandise, with limited available in-store inventory. Retailers are encouraging customers to order online and opt for either in-store pick-up or delivery.

Downtowns and town centers have increasingly become social districts, where people gather, patronize restaurants, entertainment venues, take classes, and participate in events and activities that cannot be done online. Competitive businesses and business districts focus on providing the customer an experience – a reason to come beyond shopping.

Downtown Walpole is well-poised to take advantage of this trend. Spring Brook Park is the venue of farmers' market, festivals and town events, which draws people to Downtown. The Walpole Public Library has 146,010 visitors annually. This is a higher visitor rate to a library than any of the surrounding towns, with the exception of Norwood. The ball fields and the central pool on School Street draw families and athletic-oriented residents to Downtown regularly. Town Hall is in Downtown, along with notable civic buildings, such as Blackburn Hall and the Old Town Hall. The challenge and opportunity for the downtown Walpole business community and revitalization advocates is to help convert patrons of special events, ball games, the library, the commuter rail to downtown customers.

Real Estate Market Overview

Local residential households create consumer demand for goods and services. Area businesses create demand for space and provide services and goods to local communities, regions and beyond. The real estate market overview reviews asking commercial rents in the greater Walpole area as a measure of demand. Anticipated rental revenues help determine whether or not new commercial construction can easily be supported or existing buildings can be rehabbed for new uses. Walpole is located in the Boston South Suburban real estate marketplace.

Most of the commercial real estate space in Downtown Walpole is retail spaces or retail commercial space. There is one (1) former mill complex that has been rehabilitated into office space, namely Walpole Station on West Street, leases larger office spaces – 15,000 SF plus as well as small spaces through their co-working space initiative. There is no Class A office space in Downtown Walpole at present. Most of the commercial space is Class B or Class C space.

Commercial office real estate rents have been rising in the Boston suburbs, including the south suburban market. For larger commercial office buildings in suburban Boston, vacancy rates are the lowest in over a decade ranging from 9.4% to 16.3%. There has been increased absorption of both Class A and Class B office space.

Local asking rents for commercial space in downtown Walpole range from \$12 to \$20 per square foot (psf) annually, with \$15 psf as the most frequently requested rental rate. Asking rents for commercial space in town centers is comparable ranging from \$11 psf to \$21 psf. Many commercial properties expect the business tenant to pay for all utilities as well as taxes. There are some examples of small office spaces, e.g., one (1)-room offices, yielding higher rental rates per square foot. Although the monthly cost for the leasing business is lower, despite a high rate per square foot.

Several of the buildings along Main Street in Downtown Walpole have been condo-ized. While this provides an opportunity for a prospective tenant to become an owner, much of the existing spaces are small. Small offices, while desirable to some users, many businesses need additional space. Tenants also expect move-in ready, clean, finished offices. Some of the spaces for rent in downtown Walpole do not meet this basic expectation of the 2019 marketplace.

Small Business Growth

Small businesses contribute to the unique environment of a downtown district. Small businesses can be a source of job growth. Approximately four percent (4%) of the Walpole residents work at home. At-home workers can include budding entrepreneurs and may be a source of new tenants for Downtown. Walpole is fortunate to have a co-working space that is privately operated at the Walpole Station Business Center, which is adjacent to the commuter rail station and the edge of Downtown Walpole. Co-working spaces provide conference rooms for rent by the hour, as well as short-term rental of work spaces. Some work space rentals can be by the hour or week. Co-working also offers short-term monthly rentals, as well. With the Co-Working Center, Downtown Walpole is poised to become the home of new and growing small businesses.

Small businesses in addition to often needing easily accessible space at affordable prices, often need technical assistance and coaching to grow and flourish. Existing and aspiring small businesses can often benefit from small business training, lending and assistance. Local financial institutions, such as Santander, TD Bank or Walpole Co-operative Bank could be a resource in supporting local entrepreneurs in Downtown Walpole.

- **The Center for Women and Enterprise** provides training and assistance to women who are thinking about starting a business. Accion USA is the pioneer in micro-lending providing loans from \$200 up to \$50,000 to all types of small businesses. The Massachusetts Small Business Development Centers are affiliated with the University of Massachusetts, and provides training and assistance statewide to existing small businesses and aspiring businesspeople through the state.
- **SCORE** provides small business owners and entrepreneurs assistance and mentorship from seasoned retired business professionals.
- **Interise**, a nonprofit training and support program for existing businesses, offers a street-wise MBA program that helps strengthen existing business enterprises. Interise founded in New England is now a nationally acclaimed program helping existing businesses grow.

- **The Massachusetts Small Business Development Center (MSBDC)** provides free and confidential business advice to existing and prospective small business people. Areas of assistance include: business plan development, pre-venture feasibility, cash flow analysis, personnel and organizational issues, conventional and non-conventional financing, and marketing. MSBDC also offers training seminars for small businesses. Walpole small businesses can access MSBDC through the South East Regional office in Fall River.
- **The Southeastern Economic Development Corporation, or SEED Corp.,** based in Taunton provides SBA 504 lending in Rhode Island, as well as small business assistance, often partnering with local lenders. In addition, SEED provides micro-loans for entrepreneurs and small business training to their borrowers.

Contact Information:

ACCION USA New England

56 Roland St.
Suite 300
Boston, MA 02129
Phone: (617) 616-1549
Web: www.accionusa.org

Center for Women & Enterprise

24 School St., 7th Floor
Boston, MA 02108
Phone: 617 536-0700
Email: info.EasternMA@cweonline.org
Web: www.cweonline.org

Interise

197 Portland St., 2nd Floor
Boston, MA 02114
Phone: 617-350-6300
Fax: 617-208-2983
www.interise.org

Massachusetts Small Business Development

Center Network

200 Pocasset Street
Fall River, MA 02721
Phone: 508-673-9783
Fax 508-674-1929

South Eastern Economic Development Corporation

80 Dean Street
Taunton, MA 02780
Phone: 508 822-1020
Fax: 508-880-7869
Email: info@seedcorp.com
Web: www.seedcorp.com

SCORE volunteers can be contacted through area local libraries which host SCORE. SCORE library sites are enumerated below.

Morse Institute Library Natick

14 East Central Street
Natick, MA, 01760
Phone:(617) 565-5591

Framingham Public Library

49 Lexington Street
Framingham, MA, 01702
Phone:617-565-5591

Metro South Chamber of Commerce

60 School Street
Brockton, MA, 02301
Phone:(508) 587-2673

Jamaica Plain Library

30 South St
Jamaica Plain, MA, 02130
Phone: 617 524-2053

Newton Free Library

330 Homer Street
Newton, MA, 02459
Phone:(617) 565-5591

Redevelopment & Infill Development

Downtown Walpole has two (2) infill construction projects underway featuring transit-oriented-development mixed use housing with some retail/ commercial space near the commuter rail station creating 344 residential units and 20,000 square feet of commercial/ retail space for Downtown Walpole. Redevelopment and infill development provide an approach for upgrading the quality and adding more energy-efficient residential and commercial buildings. Additional housing and a select amount of commercial space will help build the customer base in Downtown Walpole and intensify the uses and activities in the Downtown.

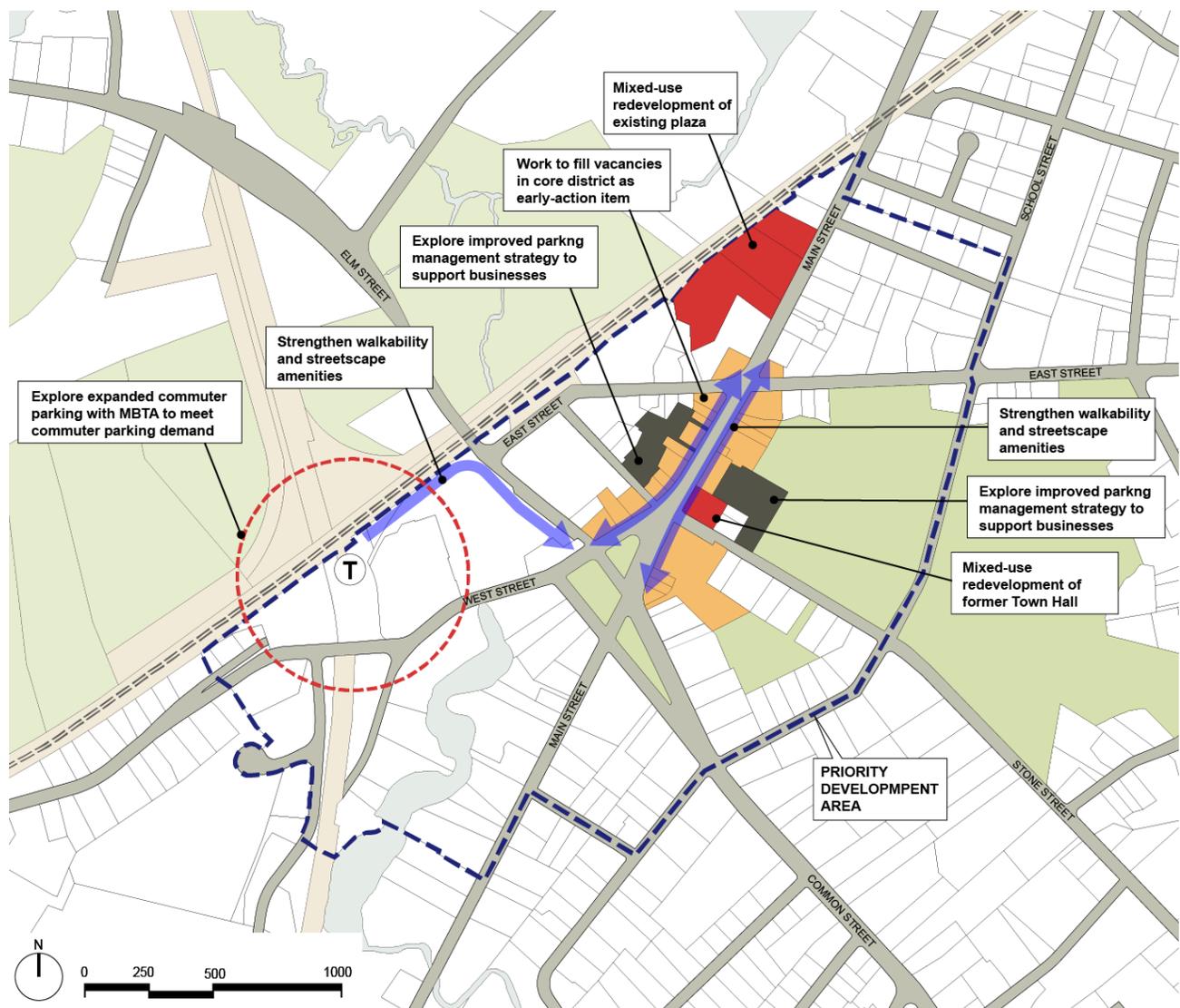
Types of desired redevelopment and new infill development include multi-story, mixed-use development with upper level housing or offices. Redevelopment of the existing CVS plaza site could be undertaken with existing businesses operating during construction. New development and rehabilitation need to be sensitive to the historic character of Downtown Walpole. Buildings needs to be designed to support pedestrian environment and reinforce walkability with appropriate landscaping and amenities, such benches.

Rehabilitation of the historic former town hall at the corner of Stone and Main Streets is another redevelopment opportunity in Downtown Walpole.

5 Recommendations

A series of recommendations structured as to the four (4) points of the Main Street approach, a proven revitalization process for suburban downtowns such as Downtown Walpole follows. Figure 28 below highlights some key actions to enhance the economic viability of Downtown Walpole.

Figure 28. Action Steps for Downtown Walpole.



Source: McCabe Enterprises.

Table 19. Recommendations.

Parking & Mobility	Economic Viability
<p>Parking</p> <ul style="list-style-type: none"> • Create parking map. Add parking information on website. • Improve signage for getting motorists to parking lots. Brand Public Parking Lot Signage. • Consider making parking durations 3- or 4- hour maximum. (Eliminates T parking in Town lot.) • Utilize a downtown app to promote parking locations directing users to area parking options. • Develop a parking management plan with shared-use parking. • Enforce parking regulations in downtown. • Review configuration of publicly & privately-owned lots on the west side of Main between Glenwood & East to maximize parking spaces. • MBTA train area needs more parking. The Town should urge the MBTA to consider adding more parking, and possibly structured parking. <p>Make downtown more walkable</p> <ul style="list-style-type: none"> • Improve intersections. Improve pedestrian signal heads/countdowns. • Improve and add crosswalks. • Use temporary signage at crosswalks to alert drivers and improve awareness of crosswalks. • Add landscaping & amenities downtown to make the area more walkable. Add shade. • Ensure ADA accessible sidewalks. • Implement traffic calming to reduce traffic speeds. • Add bump outs/curb extensions at intersections to improve pedestrian visibility. • Upgrade Bay Circuit Trail in downtown to promote walkability. 	<p>Build Customer Base</p> <ul style="list-style-type: none"> • Identify housing and mixed-use development opportunities. • Improve opportunities for commuters to utilize services in downtown Walpole. • Improve connectivity between the station and downtown. • Maintain and build upon downtown civic uses as attractors that build customer base. <p>Business Mix</p> <ul style="list-style-type: none"> • Identify the market niche for downtown to help guide business recruitment. • Undertake a market analysis to define priorities for business development. • Expand range of uses in downtown through a business recruitment strategy to help fill vacancies. • Actively support start-up businesses in downtown. <p>Small Business Growth</p> <ul style="list-style-type: none"> • Support downtown Walpole as small business location. • Work with the current co-working space at the Business Station to identify prospective start-up and expanding businesses. <p>Redevelopment</p> <ul style="list-style-type: none"> • Preserve, redevelop & reuse Old Town Hall at Main and Stone. • Consider redevelopment opportunities. • Promote a critical mass of businesses in downtown.

Table 19. Recommendations (cont).

Design	Promotions
<p>Wayfinding</p> <ul style="list-style-type: none"> • Develop wayfinding system to help visitors and commuters navigate downtown. Integrate wayfinding signage in parking areas as well. • Consider Real-time dynamic signage to communicate availability and location of parking. <p>Streetscape improvements</p> <ul style="list-style-type: none"> • Improve downtown walkability. • Re-stripe crosswalks and add new crosswalks. • Evaluate adding crosswalk across Common at School and Lewis Ave. • Consider widening sidewalks on Main Street to accommodate pedestrian amenities, plantings, trees, possible outdoor restaurant seating. Work with MassDOT on feasibility. • Develop opportunities for outdoor restaurant seating, perhaps using a small portion of rear parking areas behind Main St. buildings. • Consider using pedestrian-scale & architectural lighting. • Consider developing downtown Walpole streetscape guidelines. <p>Storefront Improvements</p> <ul style="list-style-type: none"> • Consider developing a sign and façade improvement design assistance program. • Consider developing downtown Walpole design guidelines with an outreach program to educate businesses & residents on benefits of good design. 	<p>Image & Brand Identity</p> <ul style="list-style-type: none"> • Develop an image and brand identity for Downtown Walpole. • Promote downtown through a consistent brand identity & image. • Use branding on signage & marketing material <p>Shop Local</p> <ul style="list-style-type: none"> • Develop “Shop Local” promotions. <p>Downtown App</p> <ul style="list-style-type: none"> • Develop a downtown app with a business directory. Promote app to residents, commuters and local employees. <p>Special Events</p> <ul style="list-style-type: none"> • Build on strength of existing events and activities in downtown. • Establish an events calendar that helps maximize retail and business tie-ins and promotional opportunities for downtown. • Encourage experiential retail marketing opportunities. • Build on existing cluster of dance and music related business in downtown which currently include instrument sales, dance class and performance, and music schools. • Develop cross-promotion opportunities with Potters Place. <p>Placemaking</p> <ul style="list-style-type: none"> • Activate public spaces. • Celebrate Walpole's history and character Downtown. <p>Bay Circuit Trail</p> <ul style="list-style-type: none"> • Use the Bay Circuit Trail's path in downtown as a way to promote Downtown, area business and resources.

Table 19. Recommendations (cont).

Organization
<ul style="list-style-type: none">• Engage residents, business and property owners in vision for downtown and improvements to the area.• Consider forming a downtown public-private partnership that supports collaboration between civic, business and community entities.• Engage volunteers in special improvement projects, events and promotions.• Consider pursuing funding from the MA Downtown Initiative for select projects.• In the long-term, formation of a DIF (District Improvement Financing) district or BID (Business Improvement District) may be advantageous in Downtown to pursue downtown revitalization activities

Appendix

Public Comments

Parking Survey Comments

The parking survey invited respondents to offer comments and suggestions about Downtown Walpole. An analysis of the comments identified the top four issues mentioned by commentators in the Parking Survey, which were:

1. Need more commuter parking (22 comments).
2. Not enough parking in Downtown (9 comments).
3. Concerned about Downtown parking (9 comments). In this category, respondents expressed concern and worry about parking Downtown, but did not explicitly state that more parking was needed.
4. The Fire Station and parking (8 comments).

There were four issues that each received five (5) comments each from respondents. They are:

- Make Downtown more attractive and fill vacancies (5 comments);
- Address pedestrian and traffic safety (5 comments);
- I drive to another MBTA lot farther away, since Walpole is full (5 comments); and
- I like/ patronize local Downtown businesses (5 comments).

The responses to the request for comments and suggestions for Downtown Walpole follow:

- Doesn't find parking is an issue for businesses; however, the commuter line could use more.
- I feel that the parking situation in Downtown is very adequate. Aside from on street parking the 2 lots behind Jalapenos and Betros are good if you can't find a spot on the street. Please do not add meters downtown. I find it annoying other towns such as Needham.
- Due to the recent developments we are considering moving out and have started shopping more in Norwood and online.
- I can always find a parking space. Sometimes I have to walk a bit – but that's ok – that's how you meet people which is nice.
- I hear parking for the train is difficult but do not experience that personally because we do not use it. Otherwise – parking in the area seems easy enough to find usually... day or night.
- Need major highway improvements.
- Feel like there isn't enough readily accessible parking.

- We moved here from Mansfield 5 years ago because of the Downtown. We patronize many businesses: all the restaurants, CVS, Post Office, Library, Town Hall, Playground, we like to walk to the commons and love the fountain and holiday displays. We wanted to be able to walk to the Downtown and enjoy the business – but it is frustrating to park at certain times of the day.
- I would love to use the Walpole Train Station on my commuter rail stop so that I could spend more time in Downtown, but my work hours are not typical, and I can never be sure there will be any available spots, so I end up going to Route 128 Station.
- I usually walk or bike to Walpole Center. The sidewalks throughout Walpole vary in condition from new to “hellish” to walk. Improving the pedestrian convenience/bike convenience would be great. In lieu of new soccer fields that service very few...sidewalk improvements would encourage health, happiness and benefit the environment.
- Need more time to be able to walk farther.
- I might visit more often if the retail area were more attractive, especially CVS and its parking lot. I look forward to a significant improvement when the two new apartment buildings are completed. But there’s still a lot of trash pick up and lawn mowing that needs to be done on West Street to make it more welcoming to walkers, such as a crosswalk at Spring Street and Clear Pond Drive.
- New fire station took away a lot of parking.
- Traffic light changes delay travel – not consistent.
- Traffic lights are a big factor – negative.
- Left turn arrows should be available. Fire station should not have taken so much parking. Two high rises being built have not enough parking and add too much congestion.
- No thought was given to the new and larger fire station. Why was it kept right in the center which takes up prime real estate for patron parking? Also, wasteful that police/fire couldn’t share the same complex and resources – costing tax payers’ money just because they don’t get along. The officials running this town have no foresight for the future needs of the town, people, and businesses. They really need to be looking at the big picture and quit catering to squeaky wheels.
- Now walks to downtown to avoid parking downtown since lots have closed.
- Not enough parking behind Jalapeno’s Grill. Too many parking spots were taken up by the Walpole Fire Department.
- Worried about parking when Dentist opens and the apartment Development.
- Husband commutes to work on the train and finds the parking limited and expensive.
- Fire Department has 25 parking spots we don’t even have 25 firemen at once.
- Parking is much worse since new construction Downtown.
- Farmer in the Dell parking lot is frequently full I pop down in between meetings in my car when I don’t have time to walk.
- A section for extended stay – 8 or more hours – in Downtown lot.
- I’m hoping when the Senior Center relocated that will help with parking. We might need some organized parking where the dirt lot is near Memorial Pond across from the Town Hall. Parking a problem when games are going on and pool is open.
- Parking tough at time. Please improve.
- Fire Station area should have been parking.
- New Fire Station took 40 parking places. This is a concern for future parking needs.
- We need more parking.
- Parking in the next 2 or 3 years is going to be a real problem.
- Get rid of loading lane in middle of street. Give parking passes to employees of town businesses.
- Elderly can’t walk far and has had to leave because there was not enough close parking to destination.

- We have noticed there is limited parking for our customers. We often hear them comment that they “were going to stop but there was no parking”.
- I drive. I go to Separate, close parking is needed for the train.
- Easier access parking for the south direction of Main Street is needed. Poor Biancos gets passed over because it is so inconvenient to park if the few Main St spots are filled. We have too many open store fronts and the parking has to be part of the reason. Norwood often to take train due to better parking availability
- Glad they are gathering information! We are in line for Renaissance!
- I live in Medfield, but take the train from Walpole. I prefer to do grocery shopping in Walpole or meet people in Walpole restaurants after my train ride home. But the train parking situation is horrendous and I sometimes have to drive to Norwood for parking. I prefer Walpole due to proximity to my home, variety of restaurants, and grocery store location and prices. I hope Walpole can solve the train parking situation so that I can park there often and continue to frequent Walpole stores and restaurants. I love Jalapeños!
- Please add more MBTA parking
- Someone will get killed soon crossing route 27. Why on earth did the parking lots disappear? Stupid decision
- Your instructions for this survey are inaccurate. The link only pops up from the QR code if you use an apple product. People with Android phones would need to download an app
- Train parking is terrible
- The crosswalk for the Elm Street lot should be on side closer to Walpole/Bridge this would greatly reduce morning traffic congestion. In the evening people cross on this side anyway and this would be safer.
- I enjoy parking for free on the street or behind the businesses. The reasons I don't park closer when I take the train are: it's faster for me to walk then wait in traffic, sometimes there aren't spaces available in the MBTA lot, and there is a cost. We frequent the downtown restaurants and park on the street usually on evenings and weekends.
- The town has completely dropped the ball in supporting residents who commute to Boston. It must come up with a solution or the many many commuters will continue to need park in other towns and patronize businesses where they park. Very frustrating for hundreds of tax- paying Walpole residents.
- More parking for train. Most often I find myself driving to Norwood as the parking lots for the train are full by 7:00. This is crazy! If I want to park in Walpole, I find that I need to be at a lot by 7:00. This does not always work with my schedule at home in the morning.
- The Town needs to determine a long-term parking plan for commuter and businesses. Dumpy apartments should be torn down and replaced. Improved variety and diversity of businesses.
- Patronize Biancos frequently and other restaurants occasionally.
- I find the free parking area to be very convenient. If not, available I would not likely go downtown. There are plenty of places that would satisfy my needs elsewhere.
- Recommend looking at what culver City, ca did by adding 2 public parking garages in downtown area. Retail and restaurants came and city flourished
- Not enough MBTA parking
- Visit CVS, library, Gilmores. Easy to park each place.
- More parking spaces are needed for commuter rail. The spaces have been limited due to the construction. Leaving home absurdly early is the only way to ensure a parking space. For this inconvenience, cheaper parking rates should be available. Monthly rates should be offered on the PayByPhone app and should include discounts for paying in advance.
- This parking situation is a disaster. There needs to be a solution for the commuters.
- You need to provide more commuter parking. You took away too many lots.

- Resident of Walpole commuting to Boston daily. Proving commuter parking for town residents should be a priority for all Walpole tax payers.
- Good restaurants; like convenience to train
- Lot that was taken private by Laz parking has very little information as to how you would go about obtaining a parking permit. The lots in the center of town are acceptable but difficult to find if you are not familiar with the surroundings. The parking is horrible if you are taking a train after 8am, the lots fill up quickly and there's no option to park if the lots fill up at the station. The Laz lot acquisition has made a bad situation worse.
- Need more
- I have customers who only are elderly and have trouble finding spots to park. However, this has not been the case of recent, not since Betro Pharmacy and Bank of America has closed. I also have noticed we currently have 9 vacant store fronts in the center of town which is going to make your current study inaccurate. Through the years my customers have complained and stated how frustrated they are over the current parking situation. I have been at past town meetings where past parking studies have been discussed. I feel that these particular studies (done prior to the new fire station being built) were very inaccurate. These survivors include numerous outside the center parking spots making it seem as though there is plenty of downtown parking. These spots are always available because no one is willing to park there and walk to their intended destination in the center. I hear numerous times a day that a customer was going to stop but there was no parking or this is my 3rd time coming downtown today to find a spot. **Another important note to make is the parking set aside at the new Fire Station. I have noticed many unused spots in the new designated Fire Station parking lot, and yet some of the workers are still parking in the public parking lot near the station, taking spots that downtown patrons would use. ***
- Need more commuter rail parking.
- People who use the train should have a specific tag on their car. Those of us who work in town should have first right to parking.
- The approval to build without any plans to handle the train parking situation as a massive mistake. Clearly the town was not paying attention. Fixing the parking situation for the train will also fix the parking situation for downtown Walpole and the businesses there. Traffic is a lot largely affected now. Having a foot bridge over 27 would fix some of the problem.
- MBTA users need more places to park! This is in the best interest of Walpole businesses, who would no longer worry about commuters parking in their lots and would benefit from MBTA running errands after work.
- It is very dangerous to cross route 27 from the Elm Street lot to get to the commuter rail stop, especially at night. A pedestrian bridge could save a life. Also, the parking fee of \$4 is high and not competitive. The rates (zone rates and parking fees) are cheaper at Dedham Corp Center.

Open House Comments

Downtown Walpole, November 27, 2018

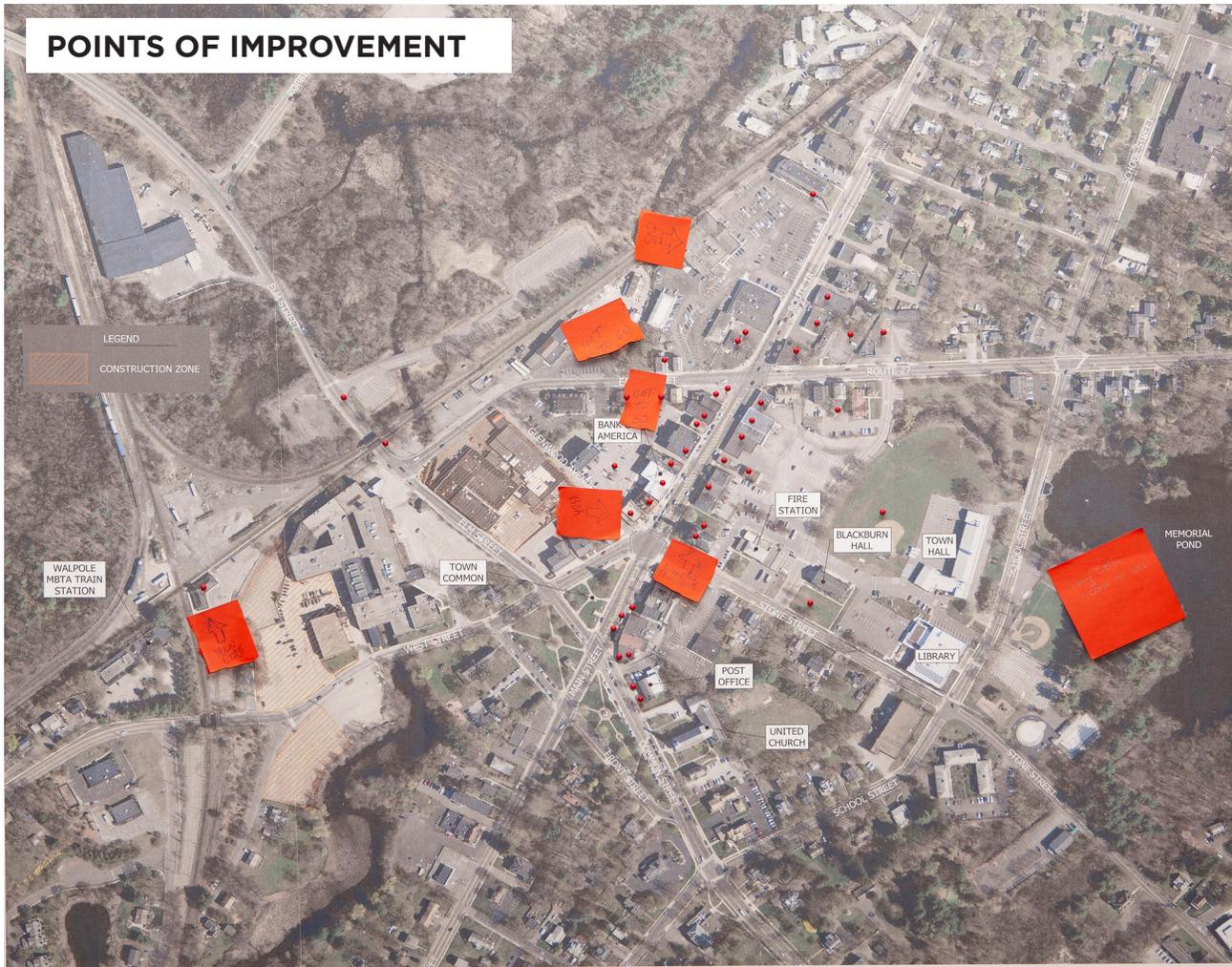


Please identify your favorite place or an asset in Downtown Walpole. Place a [blue](#) pin at this spot. Tell us about your favorite place or this asset in the [blue](#) notebook below or on a [blue](#) post-it and paste it on the board here. This could be a view, a particular place, event or whatever you like about Downtown Walpole or believe is a particular asset.

- Walpole Center (Rte 1A) desperately needs a left-hand arrow turn signal. This is true for Washington Street near Cumberland Farms in need of turn signal.
- Favorite spots: Post Office; Raven's Nest
- Post Office – I use this facility all the time.
- Library & Playground/ Pool across the street. Take my grandchildren to these two places. We like to walk to it then head up to town.
- My husband and I appreciate the library and all it has to offer.
- I would like Bank of American but no drive -through and very limited parking.

Open House Comments

Downtown Walpole, November 27, 2018



Please identify the locations or spots in Downtown Walpole, where you believe improvements are needed or is a problem area. Place a red pin at the location needing improvement. Tell us about why this point needs improvement in the red notebook or on a red post-it.

- Mimi's Signs are decrepit and make a bad impression on visitors and passers-through – especially entering town on Main Street from points south and from Elm Street.
- Ballfield downtown is not necessary, especially with new field coming on Rt 1A South. Convert this to Parking!
- Grass lot next to Blackburn could be converted to parking.

Open House Comments

Downtown Walpole, November 27, 2018



Imagine that you have a magic wand. What do you wish for Downtown Walpole? If this is a place-based wish, please insert a **green** pin at that place. Tell us about your wish in the **green** notebook or on a **green** post-it.

- Cat walk connecting CBD sidewalk to Red Cherry & Napper Tandy's
- Integrate train station, new housing to downtown. Lights at Elm & West.

About McCabe Enterprises

McCabe Enterprises provides strategic solutions in public financing, community planning and economic development to public and private sector clients with innovative and award-winning work. A wholly woman-owned consulting firm founded by **Kathleen McCabe, AICP** to work with clients to develop customized solutions addressing the unique needs of each client and community. Our approach encompasses planning and economic analysis, financing, community consultation, with a focus on implementation and community engagement. Our work includes market analysis, feasibility studies, downtown revitalization, public financing, urban renewal, sustainability, neighborhood planning, industrial retention brownfields re-use planning and redevelopment.

Kathleen McCabe, AICP has a master's from MIT, a B.U.P. in urban and regional planning from the University of Illinois, and a certificate of administration and management from Harvard University. McCabe has over twenty-five years experience working as a planner in community and economic development. She was honored by the National Trust for Historic Preservation with their national award for her work revitalizing Roslindale. She has worked with a wide range of urban neighborhoods, gateway cities, and brownfield sites to develop effective market-based revitalization strategies, including many redevelopment projects. McCabe is an active member of NAIOP and the Urban Land Institute, and is the Past-President of the Mass. Economic Development Council. McCabe is a certified planner.

Jennifer Mecca, Architect is an experienced urban designer with downtown, neighborhood revitalization and redevelopment projects, including work with Boston Main Streets, Waterfront Square in Revere, and New Bedford brownfields development planning. She brings a breadth of experience working to enable communities to understand proposed redevelopment projects and their impacts.

McCabe Enterprises

12 Primrose Street,
Boston, MA 02131 | 617 469-9444
www.Plan-Do.com

About Pare Corporation

Pare Corporation is a civil, structural, geotechnical, environmental, waterfront/marine, and municipal projects. The firm serves all of the Eastern United States from offices in Foxborough, MA and Lincoln, RI. With almost five decades of cost-sensitive planning and innovative design solutions—from project conception through post-construction services—we have established long-term client-driven design has resulted in repeat business from more than 85% of our clients.

Pare Corporation has performed a wide variety of transportation planning projects, including parking studies, from the performance of feasibility studies through completion of design for selected improvements.

John Shevlin, PE, Principal-In-Charge, Pare Corporation.

As manager of Pare's Transportation Division, Mr. Shevlin performs a variety of engineering and management duties associated with traffic and transportation projects. He possesses 33 years of experience on projects ranging from parking studies to new public school facilities, bike paths and major highway improvements. Individual assignments have included traffic studies, realignment studies, right-of-way acquisition, drainage analysis and design, environmental permitting assistance, coordination of utilities, calculation of quantities, and preparation of cost estimates and construction documents. Mr. Shevlin is President of the American Council of Civil Engineers, RI Chapter.

Katherine Feeney, EIT, is an engineer who has worked on parking studies, traffic analyses, stormwater management in the Transportation Division of Pare Corporation. She has a B.S. in Civil Engineering from the University of Massachusetts in Amherst.

Pare Corporation

10 Lincoln Road, Suite 201,
Foxborough, MA 02035 | 508 543-1755
www.PareCorp.com



Downtown Walpole Parking & Economic Development Strategy

2019

Town of Walpole, MA
